



MAR 31 1942

THE REPORTER OF DIRECT MAIL ADVERTISING

A few notes about
February Activities

Dear Folks:

Please read this . . . before you look inside. We have another new idea for you.

Most business people have too much to do . . . too much to read. So, THE REPORTER is trying to **make it easy** for its readers to find, absorb and act on information which may prove helpful to each individual business.

We've put all the letters, news, pieces, etc., received during February through a fine-meshed screen. Every item was boiled down to bare essentials. Then we've eliminated headings. (Why try to trick you into reading? It's your fault if you miss anything.) Instead of headings, you'll find check squares . . . and the notice on page 3 will tell you what to do with them. It may be violating all the "conventions" of the publishing business . . . but it will save your time and help you to act quickly. From now on you must use your hand as well as your eyes in reading THE REPORTER. Try it.

Of course, we still will have a few longer "articles" when occasion demands. There's one starting on page sixteen which is rarin' to be read.

Go to it now . . . and use your pencil.

Sincerely,

A handwritten signature of Henry Hoke.

Publisher

P.S. See "notice" page 3. Be sure to put an "H" in some square so that you'll write and tell me what you think of this system.

ALWAYS SLEUTHING FOR THE BEST IDEAS



Please Accept A Special Offer
Of A New Letterhead
For Your Firm

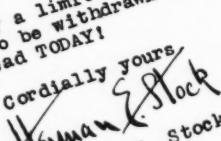
ar reader:
WILL YOU DO ME A FAVOR?
Please send me a sample
of a beautiful
design.

Accept A Special
New Letterhead
Your Firm
ar reader:

WILL YOU DO ME A FAVOR?

Please send me a sample of your present letterhead.
I will send you a beautiful hand-drawn sketch of an effective new letterhead design. The usual charge is \$7.00 but I will bill you later for only 1.00. Even that charge will be credited to you if you decide to buy Whitehall engraved letterheads.

Now, our artists can make only a limited number of sketches and this offer will have to be withdrawn mighty soon. So please mail your letterhead TODAY!

Cordially yours

C/Herman E. Stock

YOU DO
ase send me a sample
Send you a beautiful hand
letterhead design. The usual
bill to you later for only 1.00. Even
ited to you if you decide to buy Whiteha
heads.

Now, our artists can make only a limited number of
ches and this offer will have to be withdrawn mighty
1. So please mail your letterhead TODAY!

Cordially yours
~~Herman E. Stock~~
C/Herman E. Stock

P. S. Please write your name on the letterhead you send so
the sketch can be mailed to your attention.

Even
you Whiten
y a limited number of
to be withdrawn mighty
ead TODAY!
Cordially yours
~~Herman E. Stock~~
C/Herman E. Stock
ead you

Send for your Sketch today!

WHITEHALL · INC · 1-50 Boulevard · NEW HAVEN · CONN ·

USE YOUR PENCIL

Check and Double Check



THE FUTURE OF ADVERTISING was subject of questionnaire issued to members of Montreal Advertising Club by Printed Advertising Committee. Neil Powter of Howard Smith Paper Mills, Ltd. of Montreal, sent this reporter advance tip on results.

1. The general advertising picture—17% optimistic, 44% pessimistic and 39% neutral.

Direct Mail picture: 39% optimistic, 33% pessimistic and 28% neutral.

2. 3% are increasing, 49% are decreasing and 48% are keeping direct mail efforts the same. Decreases run from 20% up to 75%.

3. 70% reported production delays but only 30% felt this was due to the printers being too busy. All 70% reported supplies as the major cause.

4. 60% are now attempting to anticipate requirements much further in advance.

5. 85% are trying to save materials. 75% are reducing quantities to dealers, 80% are cleaning out their mailing lists, 40% are using smaller formats, but only 13% are reducing type sizes, margins and illustrations.

6. The main emphasis now is placed on institutional appeal by 33%, product by 40% and educational by 27%.



EXPERIENCES OF 85 ADVERTISERS in printing and distributing books about their products or services, are described in a new volume "Bookvertising," just off the press. It is published by Saybrook House, 207 Fourth Avenue, New York. Cloth bound, 220 pages, 9" x 12". Price \$5.00.

"Bookvertising" is the name coined by the book manufacturing industry to characterize books issued by industry, and not offered for sale.

This book should be read by all Advertising Managers who are interested in planning advertising which is not to be thrown away.

NOTICE

On these pages you will see short, breezy items,—summarizing the best thoughts and ideas contained in the hundreds of letters and promotion pieces which crossed our desk in the monthly period now reported.

HOLD A PENCIL in your hand as you read. **NOTICE** the check squares above each item. Read hurriedly, but completely. When you find an item which affects or helps your business, place a code mark in square indicating what you want to do about it. An "F" may mean "clip and file." A "W" may tell your secretary to "write for specimen." A check may mean you want to go back and read again. An "H" may mean that you want to write to Henry Hoke . . . to answer or ask a question, to give him an idea . . . or to tell him what you think of his unconventional method of publishing a magazine.

H. H.



HURRAH FOR JOINT CONVENTIONS of the D.M.A.A. and M.A.S.A. The 22nd Annual Convention of the Mail Advertising Service Association starts Sunday, October 4th, and concludes with a joint luncheon with the D.M.A.A. on Wednesday noon, October 7th . . . Hotel Statler, St. Louis, Missouri.

The 25th Annual Convention of the Direct Mail Advertising Association starts with the joint luncheon with the M.A.S.A. and continues throughout Thursday and Friday, October 8th and 9th with the Annual Banquet being held Thursday evening, October 8th.

Put those dates on your calendar. St. Louis here we come!



THE ADVERTISING FEDERATION will hold its 38th annual convention at the Hotel Commodore, New York, June 21 to 24, 1942. Theme: "National Round Table on Advertising in War Time."



THAT CRACKPOT STRATEGY article last month struck a responsive note in many quarters. This reporter isn't the only one to be incensed by efforts on part of certain trade papers to discredit Direct Mail. Here are excerpts from a hot letter written by Edward N. Andrews, Advertising Manager of the Sugar Beet Products Company, 302 Waller Street, Saginaw, Michigan.

This company got tired of being told it was missing a wonderful opportunity by not advertising consistently in a lot of trade papers. . . . So we set up a high-powered trade paper campaign in what we and our agency believed to be the 11 leading trade papers for our purpose. We spent \$1,200 a month for 12 months on this advertising. We keyed all ads, tested copy, broke our necks almost in sincerely trying to give the trade papers every chance. For twelve months our average cost per inquiry was \$28.90.

Our average cost per direct mail inquiry to the same prospects who received these trade papers is \$3.04. Quality is in every way equal.

Let him who contents himself with trade papers alone be damned. He has not intelligently exposed himself to the possibilities of direct mail.

"Industrial Marketing" please copy. Understand now . . . we don't want to inflame fights between different media. We just don't like the pot-shots being taken at Direct Mail. For benefit of our t.p. friends, we say that the Direct Mail cost per inquiry quoted above might not have been so low if not supported by trade paper advertising.

VOL. 4, No. 10, Report for FEBRUARY, 1942.

The Reporter of Direct Mail Advertising, is published monthly by Henry Hoke, publisher; from the Direct Mail Center, 17 East 42nd Street, New York City. Telephone Number: Vanderbilt 6-0888. Subscription price, \$3.00 a year. Re-entered as second class matter Nov. 15, 1939 at Post Office at New York, N. Y., under Act of March 3, 1879. Copyrighted, 1942, by Henry Hoke, N. Y.



CHAMPION MOVES to the War Front

Champion supplies pulp for explosives and paper to Government and to war industries. They also cooperate in every way with federal agencies to get the greatest possible production. Although war activities come first, Champion still makes paper for essential civilian needs. Ideal locations, farsighted control of raw materials, excellent equipment, and long experience in research and manufacture... all contribute to the production of the finest printing paper possible in this emergency.



THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelopes
and Tablet Writing . . . Over 1,500,000 Pounds a Day*

DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA

FOR MAKING MATTERS WORSE
DEPARTMENT George Kinter of Advertising Highlights supplies the information that the silly Ad which ran in "Boston American" (stick, plow, post card, newspaper, etc.) is only one of a series of similar Kindergarten Ads prepared by J. Walter Thompson Company for The Newspaper Publishers Advertising Committee. George comments:

That, so help us, is one of the methods being used by the master minds in the advertising world to sustain public faith and confidence in advertising.

It is our opinion that if these superiors or intellects were not entirely closed to the thought that a large percentage of the adult public is equipped with mentality above that of a six-year-old child, advertising would have never reached the place where it has to be explained and defended.

DELAYED PRAISE is hereby given to the **BEST** subscription-gift-acknowledgment cards ever designed. We neglected to mention them in our annual report on Christmas cards. All three should be in every circulation manager's idea file. So . . . a round of applause to William Baring-Gould, "Fortune's" Circulation Promotion Manager for "Fortune's" card; to Frank Johnson, "Life's" Circulation Promotion Manager for "Life's" card; and to Nicholas Samstag "Time's" Circulation Promotion Manager for "Time's" card.

"SERVICE SUSPENDED" is a rubber stamp we hate to see on envelopes returned to us by Post Office. Latest one was an envelope addressed to our old friend, A. R. Hager of Business Equipment Corporation, Shanghai, China. Over a period of many years, we've enjoyed the frequent and friendly correspondence with our only subscriber in that country. Remember . . . we've mentioned his unique house magazine "WE . . . in China." Here's to the hastening of the day when the Post Office can destroy all of the "Service Suspended" stamps.

WANT TO GET AWAY FROM IT ALL? There is a garden spot for sale . . . beside a lake in Florida. Hanging moss, blue skies, peace and quiet bewilderingly antiseptic to city-tuned ears. Jack Carr tells me he has decided to sell the big place and live in a cottage . . . since most of the family has grownup, married or moved away. It's a bargain for anyone who is able to live in Lutz, Florida . . . 13 miles from Tampa. Write Jack for pictures and details. Perhaps the spirits of hundreds of smooth-worded sales letters (or the ghosts of alluring-alliterative-adjectives) lurk in the tops of the pines . . . to be stirred on moonlit nights for the inspiration of another country-squire copywriter. Wish *The Reporter* could be published from Lutz. Oh my!!!

DEATH during February interrupted the career of one of the friendliest fellows in advertising. "Happy" Comstock, Secretary of the Kansas City Advertising Club passed away after an appendectomy. Many who attended D.M.A.A. Convention in Kansas City will remember his greeting "I'm Happy." Are you?"

THE LITHOGRAPHERS ASSOCIATION will hold its 37th Annual Convention at the Edgewater Beach Hotel, Chicago, Illinois, May 12-15, 1942 . . . marking a radical change in location from resort town to city.

A NEW LOW IN SOMETHING was reached in current issue of *Editor & Publisher* (the trade paper of the newspaper business). A windy $\frac{1}{2}$ page editorial discusses the "amateur efforts" of the Government to sell Defense Bonds and Stamps. It deplores the fact that Uncle Sam has not created a selling campaign that will at-

tract dollars instead of dimes. And **HERE** is the climax:

How are we going to make this war personal to the men and women of Main Street?

Answer—By the adoption of modern techniques in the marketing of Federal securities—by an appeal written by advertising psychologists to the mass mind of our people to inspire mass buying—by the use of paid display advertising in newspapers—and when we urge this upon the Government we do so out of love of country and not in support of any petty, selfish newspaper publisher interest.

Anyone who knows anything about selling knows that there is no other way known to the mind of man whereby an idea as to goods and services may be so economically implanted in the minds of millions with proper emphasis and at almost the same moment of time as through paid display advertising.

Is that the kind of thinking guiding our newspapers? Luckily, it isn't. What of the thousands of publishers who are donating editorial and display space for Bond promotion? What of the house magazine editors, the radio stations, the actors, the Legionnaires, the employers, the clubs, the housewives, the individuals in all walks of life who are helping the Treasury to sell bonds and stamps without charging a commission or a lineage rate? You, Mister Editor & Publisher, talk as if the *Government* was a thing apart. *The Government* in this war is *you and me and all of us*. It is *us*. Not just U. S. When you talk about charging to "help" us sell bonds to *us* to save *us* . . . it . . . it . . . (censored).

H. H.

BOND SALES should be promoted among physicians says Nat Horton of Ayerst, McKenna & Harrison, 1005 McGill Building, Montreal, Canada in part of a letter just received.

It seems most unfortunate that Direct Mail sent by the many medical houses to the profession carries little or no mention of Defense Bonds. The medical profession comprises a very rich market and if every bit of medical Direct Mail carried mention of Defense Bonds, the effect would certainly be well worth the effort.

Treasury Department please note. D.M.A.A. members should be glad to help, tell them what you want them to do.

BIRTH ANNOUNCEMENTS are always interesting — especially when they are originated by clever Direct Mail people. Recent deckle-edged folder shows on cover a large officer accepting salute from very small soldier. wording "Private Orchard Reporting For Duty—Sir!" Inside

Lieutenant and Mrs. William Orchard announce the arrival of William Orchard, Jr. March First, Nineteen-hundred and Forty-two. Seven Pounds and Thirteen Ounces.

You know, he's that Bill Orchard of McGraw-Hill who has been sending out those fine monthly pep-up letters from camp.

"SLIGHT HEADACHE DEPARTMENT" is what Lorne Grinton of Los Angeles wrote across full page Ad of The Durlin Corporation of New York, appearing in February issue of "The Drug and Cosmetic Industry". Half of page shows very sappy picture of girls in war-time service uniforms marching past an unnamed reviewing stand. Here's the copy printed beneath picture on imitation scroll.

Nail Lacquer and Civilian Morale!

DURLIN will play its part in upholding civilian morale by continuing the flow of nail enamel to the leading cosmetic packagers. Their products are helping to maintain the fine spirit of the American women during the present period of emotional stress.

Slight headache? Give us another dozen Aspirins!

THESE PATRIOTIC SALES-THEMES are getting obnoxious . . . as we predicted at start of war. Latest one to raise eyebrows:—a large card evenly divided with red, white, blue strips. Imprinted on strips in letters of equal size (red) Remember Pearl Harbor (white) Buy U. S. A. Defense Bonds (blue) Chateau Martin Brand Wines. Terrible, isn't it? Watch out for *sappiness* in your advertising. Don't wave the flag to sell goods. The public is already "fed up." Congratulations to newspaper "PM" (it doesn't sell any advertising) for the recent lacing it gave advertisers on this subject. One case quoted was effort of Hoover Sweepers to make impression that Hoover-cleaned homes were essential to war effort (national morale, cleanliness and stuff).

A BOOK this reporter turns to every once in a while when searching for a first paragraph, a caption or a P.S. . . . "Thesaurus of Humor" by Mildred Meiers and Jack Knapp, published by Crown Publishers, 419 Fourth Avenue, New York City. Price \$1.98, and worth it. Clever indexes make it easy to find appropriate tie-up among more than five thousand humorous situations in the 605 pages. A gold mine for direct mailers who want to inject friendly humorous slants into letters.

FREE AND EASY HUMOR can even be used by "Oversold" manufacturers. Mack Nevergole of the Goodall Rubber Company, 5 South 36th Street, Philadelphia sends us samples of form letters now being used. Here are some *closing paragraphs* in letters about various types of rubber hose (oil suction, insulating, etc.)

If you are waiting for an order of Goodall hose and couplings, we assure you we are doing our speedy utmost to take care of you . . . at the same time, doing our part in the National Defense Program to "Keep 'em flying."

We'll take your order now, but we frankly, can't deliver right away. We'd rather bring it around when you have forgotten all about it and say, "Surprise!"

As for deliveries . . . well you may be waiting for a delivery right now . . . maybe you'll think the squirrels will have the pond empty before you get your hose . . . But, rest assured, we are doing our speedy utmost to take care of our customers and our Government.

Well, we're behind a great big, black "8-ball" of orders, but an old, experienced organization like Goodall, all pushing together, can keep that "8-ball" rolling right along. So send your inquiries in. We can at least tell you whether we have it fresh in stock or whether you'll have to wait a hundred and umpteen days.

Those paragraphs may give some of you an adaptable idea.

ON THE OTHER HAND the war angle can be injected into selling copy with a humorous slant (if you know how to do it). You've all heard of the Lapides Delicatessen campaign—being run for so-long by Merrill Fox of Baltimore. The cards are still going out every week. Mr. Lapides is still busy. Here's how Merrill mixes humor and war. It works here because his type of humorous copy has become familiar over the past two or three years . . . to the recipients.

FREE FOOD DURING AIR RAIDS . . . at Mr. Lapides'

Although Mr. Lapides' basement has not been designated as an OFFICIAL air raid shelter . . . it's nice and clean, strong and roomy.

As a friend and neighbor, you are cordially invited to take shelter there during a raid.

Tender, tasty and juicy corned beef sandwiches . . . with tangy, homemade pickles . . . and delicious hot coffee . . . will be served free of charge for the duration. And the kiddies will get free candy and dessert.

America's morale must be very high, indeed, if Mr. Lapides is giving his delicatessen away free during air-raids!

* LAPIDES *

Selected for Quality Delicatessen

Reisterstown Road at Park Circle

Liberty 1639

HE DOESN'T LIKE FORMULAS . . . and he always says so in no uncertain language. Here's what Nick Samstag of "Time," Incorporated, New York, wrote us:

Dear Henry:

I submit that your spread of ten formulas for writing letters in recent issue of *The Reporter* should be filed by all realistic students of Direct Mail under Subversive Literature.

Let me tell you a story. It's not a new story.

Once there was a writer—a good, capable craftsman who had written several good, capable short stories and sold them to one of our slicker fiction magazines for good fat fees. Hollywood sensed a find, got in touch with him, signed him up to write them a good, capable scenario.

After spending a number of months on the assignment, he got it finished and airmailed it west. A few days later he received a telegram: "SCENARIO

UNACCEPTABLE. MUST CONTAIN ESSENTIAL PLOT ELEMENTS OF SPIRITUALITY, NOBILITY, ACTION AND SEX."

Our hero, having been around, sat down at once and wired a reply: "HEREWITH REVISED SCENARIO: 'GAWD,' SAID THE DUCHESS, 'STOP PINCHING MY LEG!' PLEASE FORWARD CHECK."

That, sir, for your formulas. Anyone could write a sales letter that would check perfectly against any of your formulas—and it could still be a lousy sales letter. Conversely, any good promotion writer can show you highly successful letters that he has written which outrage every one of your formula points.

Look at the fate of formulas in this war.

In a book that was the Bible of the British and French military, Captain Lydell Hart proved the Maginot Line was impregnable for, he said, the attackers must have seven times the fire power of the defenders.

Practically all Singapore's defenses faced the sea—for attack from the north through the jungles of Malaya was impossible, said the rule book.

According to formula, Russia's armies should have collapsed before Hitler's mechanized might in four weeks. America's forces in the Philippines should not have survived seven days against an all-out Jap invasion. Admiral Kimmel and General Short should still be in command of Pearl Harbor—according to the formulas!

The list is long and the lessons are grim.

The technique of attack is creative—it knows no formulas. And selling, whether by mail or in person, *must be an attack*.

Samstag say, "He who works by the book gets no volume."

Affectionately,

Well . . . some day we'll get the argument settled. All of us are talking about the same thing, but we don't use exactly the same language . . . or something.

TELL YOUR SECRETARY to try the recently recommended stunt of using the *back* of the letter you are answering for the carbon copy of letter you are writing. *The Reporter* is trying it and it really works. It saves paper, eliminates clips or staples, reduces filing space needed . . . and it keeps correspondence together. Don't know why it required a War to develop such a simple and obviously better method of correspondence handling!

P.S. Paper clips will be scarcer than paper . . . so they say.



THOSE LETTER WRITING FORMULAS in the Dec. 1941 *Reporter* were really put to use by George Rume of "The Instructor Magazine," 9 Rockefeller Plaza, New York.

Had all formulas typed on large sized cards of different colors and pasted in standard file folders for use by all company correspondents. George, however, paraphrased a few of the pointers. He considered it important to mix an ecclesiastical ingredient in No. 6 (for present conditions) To Picture—Promise—Prove—Push he added . . . and PRAY.



SAPPY LETTERS are still going out from New York Hotels . . . in spite of all that has been said. We could cause some *red faces* by publishing (with names) some of the choice morsels in our possession. Here's the opener on a recent multigraphed, personalized letter:

Among the happiest announcements I have ever made is my appointment as Banquet Manager of the Hotel Blank Blank.

For here we have unsurpassed facilities to serve with the utmost satisfaction . . . a warm, friendly atmosphere; fine, pleasant rooms, tastefully furnished; a most efficient staff; unusually fine cuisine; and perfection down to the last detail, yet at reasonable rates.

The rest of the letter was worse—with the usual hackneyed phrases such as "discriminating guests," "outstanding facilities," "at your disposal." To make matters *worse*, instead of a signature, the new manager tipped-in a miniature photograph of *himself*.



DON'T USE A PROCESSED FORM LETTER for acknowledging a complaint. It shows you have so many complaints, you can't handle them personally. I can't mention names on this one . . . but a friend of ours in Baltimore ordered a \$3.15 gross of pencils from a certain manufacturer. Wrong pencils were shipped and billed at \$3.65. Only 50 cents difference . . .

but the Baltimore man wanted to find out why he didn't get what he ordered. Back came a *multigraphed letter* starting

We have your letter of recent date, and are surprised to note that your pencils were shipped with your imprint instead of our (trade) brand as ordered.

As this error is ours, you may correct your invoice by deducting 50c per gross which is the regular price of our (trade) brand.

That means the error happens regularly—or it's a racket to sell the other brand. It isn't good Direct Mail.



A P.S. ON A LETTER increases the results . . . say the experts. *The Reporter* recently used an old gag on a subscription renewal letter

P.S. Did you hear the one about the boy who asked his father "What does P.S. at the end of a letter mean?" The father replied "Please Settle." Not a bad interpretation for letters like these. "P.S. the enclosed statement" says *The Reporter*.

Paul Muchnick of "Popular Science Monthly," immediately appropriated it with *adaptations*. "Popular Science" is a P.S. too. See?



WHO WANTS TO ANSWER this question from Allen W. Sawyer, president of Nixon, Stuart & Barker, 329 Fulton Street, Peoria, Illinois?

What is the average businessman's reaction to receiving his answer on a government postal card if there is nothing personal or revealing to be disclosed? For instance:

1. We want to notify one of our *customers* that due to the difficulty of getting certain chemicals his order must be held up for a few days.

2. We want to answer a *supplier's* inquiry about a change in the stock used in making boxes.

Does the use of government post cards save expensive stationery and postage, or does it waste goodwill and patronage?

This reporter would like to receive comments from readers. If the use of post cards will speed *answering*, we are for it. Incidentally, if post card acknowledgments become popular, instruct your filing clerks to *paste* reply to copy of original order or letter.

BUSINESS LETTERS FAIL BECAUSE . . .

—Too often they are written by a correspondent who is given the job because of exceptional ability as a typist.

—The subconscious says, "This is a business letter and must be free from individual mannerisms"—the success being judged by how well the real personality of the writer is hidden.

—A stenographer at the elbow sets up an importance complex akin to that which came with the first wearing of a rented tuxedo.

—The letter to be answered is taken as a challenge. It is answered defiantly like a rebuttal in debate, leaving the writer thoroughly pleased with himself.

—Volume gives the correspondent a false sense of ability and the simple rules of the game are looked upon as "kid stuff."

So says Lornie A. Grinton of Anabolic Food Products, Inc., Glendale, California. We agree.

WHO KNOWS FOR SURE whether "Personal" addressing is better than "Box Holder" Addressing? Chester A. Gile (Advertising) 122 South Sixth Street, Minneapolis, writes:

One of my clients sends out a mailing to rural route boxholders each spring, and the current mailing piece, a rather elaborate broadside, is now in the process of preparation. About 55,000 pieces will be mailed. The client operates about 75 lumber yards in various small towns in Minnesota and the Dakotas, and the type of mailing piece used is such that results cannot be tabulated.

If better results can be secured through personal addressing, we certainly want to use it. But we don't want to go to the extra cost of compiling a mailing list, and then addressing the pieces without some more definite reason than we have so far been able to find.

If you have any real proof that "personal" addressing pays better, let me have it. If you haven't such proof, perhaps some readers of *The Reporter* can furnish the proof.

It has been "consensus of opinion" that personal addressing is better. So claims Baby Chick Association's Reese Hicks supporting Henry Hoke's argument. If anyone has some real proof let's get this thing settled.

SPEAKING OF LETTERHEADS . . .

S. L. Pearley of Whitehall Incorporated, New Haven, Connecticut, sends us part of a letter received from George Green, Advertising Manager for I. Taitel and Son of Knox, Indiana.

The test mailing on your MAIL-GRAM stationery proved so successful that I am going to try another—kindly send me 2,000 more sheets RUSH—Please thank Mr. Hoke and his publication for bringing your firm to my attention.

SPECIAL ANNIVERSARY LETTERHEADS

are getting better—judging by recent specimens. Foote & Jenks (Flavor Specialists) Jackson, Michigan, have a beautiful air-brush-style work of art for their 58th Anniversary. L. Z. Mathany might spare you a sample. First prize for many a moon should go to Brice Gamble, Advertising Manager of The Louden Machinery Company, Fairfield, Iowa, for his two-color air-brush job which reproduces the first letterhead of 75 years ago to make it look like an ancient, dog-eared document. It is super-super.

DON'T USE YELLOW say the experts on shortages and such . . . if you can possibly avoid it. The basic chemicals needed for yellow ink are increasingly hard to get. Herbert Kaufman of General Printing Ink, 100 Sixth Avenue, New York, tells us:

"A survey reveals that yellow ranks first as a second color in Direct Mail and publication work, but isn't it reasonable to assume that another color—red, blue, etc. could have been used with equally successful results so that printers and publishers might conserve a dwindling product for more important work—that of process printing."

This reporter recommends that in selecting colors, you work closely with your printer . . . if he is the kind of printer who knows what is going on, and why. Try to use the supplies which are "in plenty."

HOW TO LIGHT UP A LETTERHEAD

is the title of a new 8½" x 11" booklet just issued by our friend Dick Bellack of the Fox River Paper Corporation, Appleton, Wisconsin. Get it . . . even if you have to pay for it . . . but we believe it's free. A short, dramatic, a-b-c explanation of how to "light-up" or illuminate a letterhead by 2-color air-brush effect. Takes 3 sample letterheads; shows customary handling and then explains and illustrates the steps to get ideal result (illustrated). Best handling of subject we've seen. Now if Dick (and a dozen or so art schools) can develop adequate supply of artists to handle the technique we'll soon see some real improvements in letterheads.

CONGRATULATIONS to Henry Flarsheim and Staff, 470 Wrigley Building, Chicago, Illinois, for 6" x 9", 32 page, 2 color offset booklet produced for Mason Shoe Manufacturing Co., Chippewa Falls, Wisconsin entitled "5000 Successful Salesmen Wrote This Book for YOU."

It is unique. It marks a real new era in the giving of sales instructions and practical sales plans to sales people. Ideas are presented as they are actually used and described by the men in the field. They are believable because they are obviously genuine and because they really work.

Incidentally, put a double check on this item. Not only write for a copy of this booklet for your idea file—but get one of Henry Flarsheim's letterheads—which is a perfect example of the much raved-about air-brush technique.

CONGRATULATIONS to the Americanism Committee of the 17th District American Legion Department of California for beautifully printed 16 page, 8½" x 11" report entitled "Enemy Propaganda in Southern California." It's a brass-tacks, no punch-pulling, *Reporter*-style exposé of printed propaganda even now being distributed on West Coast by the same old

(Continued)

THE REPORTER

TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



Victory War Quality Papers

Former "brightness" of Northwest Pedigreed Papers is patriotically and cheerfully sacrificed to release chlorine for war production. However, the regular standard finishes and utility values are being rigidly maintained by NORTHWEST in its Victory War Quality Papers—and they are surprisingly clean also. We are proud of the ingenuity and skill of our expert papermakers in meeting the national emergency.

NORTHWEST PEDIGREED PRINTING PAPERS

THE NORTHWEST PAPER COMPANY • CLOQUET, MINNESOTA, U. S. A.

Copyright 1942, By The Northwest Paper Company

pro-Nazi gang headed by F. K. Ferenz, the Van Meter Brothers, Ellis O. Jones, Robert Noble, and Leone Miner. The report calls on the President to appoint immediately a Board of Inquiry. There is a job for American Legion men everywhere:—a counter-offensive using factual printed exposures. If interested, write to the Direct-Mail-man Committee Member Henry Mayers, 2444 Silver Ridge Avenue, Los Angeles. He may be able to send you sample copy.



ISN'T IT PECULIAR (or worse) that the fellows trying to force Walter Winchell off the air or to get him out of the navy are the same who misused the franking privilege for the benefit of the Nazis . . . via Hill, Viereck, Fish, etc. When Congressman Claire Hoffman of Michigan grows indignant over Winchell . . . it's a laugh. You ought to read *his record*. As Samuel Grafton (N. Y. Post) puts it "the men who were wrong are still trying to shut the mouths of the men who were right." The next Congressional elections will determine whether the American people are *sick-and-tired* of being misrepresented in Congress. This reporter offers his services (and evidence) to patriotic groups in any district (*and in any party*) who want to get rid of the men who participated in the disruption campaign.



PAYMENT IN FULL was received by this reporter for all his months of effort on the franking fraud . . . by the thrill of watching Ham Fish twist-and-turn on the witness stand during the Viereck trial. Fish denied all knowledge of the printing-propaganda-contracting business operated from his office . . . called Prosecutor Maloney a LIAR . . . said he was *sick and tired* of being insulted by newspapers and lawyers. Bill Maloney hit the Jackpot when he calmly replied "No, Congressman, it's the American people who are tired of being insulted." The fighting prosecutor hit another highspot when in his summation to the Jury he characterized Fish as "a windy warrior cow-ering in his tent while his poor un-

fortunate clerk, George Hill, took the rap to shield him."

Direct Mail people owe a debt of gratitude to William Power Maloney, Special Assistant Attorney General. He (with Ed Hickey . . . now in navy) officially and legally broke-up the fraudulent use of the mail by franking propagandists. He put Fish's secretary behind the bars; he convicted Fish's Nazi-agent-friend Viereck for masterminding the franking fraud . . . and he is *on the trail* of the rest of the sordid gang. This reporter suggests that *you* write him a well deserved pat-on-the-back letter. (Don't be formal. He's a friendly fellow). It's been a hard, sometimes discouraging fight . . . and the end is not yet. Address him at Room 2118, Department of Justice Building, Washington, D. C. Send me a carbon, will you?



THE OMAHA ADVERTISING CLUB should appoint a committee to "interview" the treasonable Charles B. Hudson at 2304 Fontenelle Blvd., Omaha, Nebraska. He is obtaining for Omaha some very bad publicity. This is the same Hudson who mailed out tons of free franked material furnished to him by Senators Wheeler, Nye and Clark, and by Fish and other Congressmen. Hudson continues his subversive mailings and has become even more vicious (*after Pearl Harbor*).

His pro-Nazi propaganda reached a new peak of scurrilousness in the following passage from the current issue of "America in Danger":

"Since there is much 'unknown to medicine,' isn't it possible that there are angles to the use of 'blood banks' entirely foreign to the purported one of saving lives? In view of . . . Jewish-promoted 'typhus epidemics' in Europe, is their present energetic widespread campaign for collection of Jewish 'blood banks' for army, navy and civilian use prophetic of the predicted epidemics due in America? How would you like to have the bloodstream of your baby, or son, or husband, or daughter, or wife, polluted by dried blood collected from Jews, Negroes and criminals?"

Why doesn't the Government do something about Hudson? Or couldn't the good citizens of Omaha through the Advertising Club take matters into their own hands? No violence, mind you! There are other ways!



THE OLD PROPAGANDA MACHINE has a new technique. Some of you readers who helped this reporter gather evidence of the enormous mail campaign to divide and wreck this country . . . should note this item carefully. Watch out for the *whispering* campaign and do something to counteract it in your area. The bundists, shirtists, firsters, etc., are for the most part afraid to use the mails (even though Charlie Hudson [Omaha] and Lizzie Dilling [Chicago] are still mailing). Now the disrupters get together in secret meetings at private homes. All attending are given definite statements or stories such as—(1) The U. S. is already licked. We should stop now. (2) We should call back all our ships and men to protect our shores. (3) The Navy lost nine battleships in a certain battle instead of the one reported. (4) The President has gone crazy and his work is being handled by stooges, etc., etc., etc. These instructed people are actually going out with these stories—into night clubs, bars, homes, trains, etc. It is part of a nationwide movement . . . a continuation or follow-up of the now disrupted mailing campaign. Watch out for it. Counteract it.



ANOTHER THING TO WATCH if you as an advertising man are interested in protecting your country:—some of the former American Firsters have worked into the Air Raid Warden set-up. One, for example, in Westchester County canvasses the neighborhood with the standard questionnaire, getting information on rooms, gas, water, light, etc. After questions are answered, he sits down and turns conversation into the Goebbles' line — what wonderful things Hitler has done for his country—why Japan isn't so bad—how the Jews are to blame for everything and why we should only be interested in protecting *our own home* from damage. It is part of the word-of-mouth propaganda racket. Watch for it. Tell your friends to watch. Report any cases discovered *immediately* to nearest office of the F.B.I.

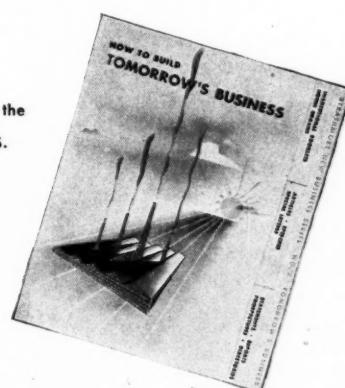


KEEP BUILDING TOMORROW'S BUSINESS TODAY

Here is the job for printers to push harder than ever...selling your customers the long range point of view. Selling their goods if they have them to sell...their names for the future if they can't sell customer goods today. It's up to the printer to keep customers

busy...to help them increase today's business...tomorrow's business and prestige. And let Strathmore Papers help you...let their fine quality and great variety do a plus selling job for you and your customers. A fine paper sells quickly...economically...positively.

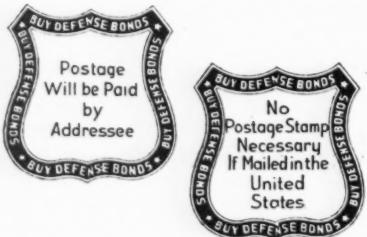
This is No. 7 in the
STRATHMORE NEW BUSINESS SERIES.
This seventh folder is entitled
HOW TO BUILD TOMORROW'S BUSINESS.



Strathmore PAPER COMPANY | WEST SPRINGFIELD, MASS.

THE NEW BUSINESS REPLY LABEL with its 2" x 2" minimum for letterheads, invoices, stickers, etc., seems to be meeting with approval in Direct Mail Circles . . . except for a few envelope manufacturers who think it may hurt their business. Whatha? Don't they realize that this "substitute method" is a darn sight better than losing the Reply Privilege altogether? This is a selfish nation. We all want the war to be won BUT—without hurting *our* business. Les Suhler of "Look" tells us that he is testing the new label and will report. Others are doing likewise.

A NEW DESIGN for Business Reply Envelopes has been approved by the Post Office. It takes the place of the ordinary, unimaginative circles at top right and left.



Design was originated and pushed through by members of the Envelope Manufacturers Association. Your envelope suppliers can provide necessary plate on your next order.

FOR PROVING that Direct Mail advertisers can produce satisfactory pieces with substitute materials . . . take a look at the 36 page 7½" x 10" booklet issued by Richfield Oil Company. Title "How to Identify Warplanes Friend or Enemy." Four color cover on good coated paper. Thirty-two inside pages on newsprint stock. Illustrations and type cleanly and beautifully printed by Blanchard Press, New York. Gives motorists in-

structions for air raids. One page only devoted to plugging place of Richfield Dealer in war effort . . . with emphasis on conservation, economy, etc. Fine job.

But we are not downhearted—not at all. Just pruning our time to try to fit into the program. The "musts" have to come first.

It isn't often that a publisher receives such a complete explanation from a cancelling subscriber. But that letter explains why we are trying to keep *The Reporter* brief, breezy and to-the-point. All of you better keep this thought in mind when planning *your* promotion. Be brief. Be timely. Be considerate of the other fellow's time.

BEST POSTER so far in campaign to save waste paper was developed for Mead Corporation by artist John Milligan. It has been approved by O.P.A. Hubert Foster of Mead Corporation, 230 Park Avenue, New York City will supply you with 9" x 12" free copies (no advertising on design). It's colorful . . . and should be in every office.

Incidentally, we like the "press release" form used by Gray & Rogers, 12 South 12th Street, Philadelphia in telling us about the poster. Under a colorful head illustration titled "good news" there is this:

"Note to the Editor: The accuracy and reliability of the following copy can be depended on. It is submitted to you solely on its individual merits. We are paid to send it to you, our client in this instance being The Mead Corporation, New York, N. Y."

That's being frank and it's wholesome.

HERE IS A GOOD ONE out of the stack of letters received during February. It comes from a subscriber in the building materials industry who wanted us to know why he couldn't read *The Reporter* any longer.

It is my duty to read about 27 issues of trade journals a month and that means I must eliminate those not really vital. I must also read Kiplinger's letter, four reports on trade and labor relations as well as carry on the ordinary duties. My assistant has just been taken into the service, our chief bookkeeper is out with a nervous breakdown and our general sales manager is out with a bad heart condition.

In addition to that we have priorities thrust upon us and they are clamping down on building that is not A-1 to A-7 rated, or thereabouts. Don't take that last too literally but it gives you a general idea. We must dig up new business in new ways. All this is just to let you know only the most potent reading necessary to our own survival will be read by the writer.

WE'D BE RICH if we were *paid* by all the people who read *The Reporter* . . . or items reprinted from it. But it's gratifying to see how the ideas get around. That story "A Tale of a Shirt" (how the Holland Laundry turned paper shortage trouble into profits) was reprinted in current issue of "Advertisers Digest" and is being picked up here, there and everywhere. OK! Any similar stories?

INCIDENTALLY, here's what E. K. Jenkins, Associate Industrial Specialist in Pulp and Paper Branch of War Production Board wrote to us about Holland's conservation in *The Reporter*.

The story entitled "Turning Trouble Into Profit" illustrates perfectly the fact that many needs believed essential are so considered because of customary usage. With a little imagination employed, we find means of increasing business by conservation. The public is in a frame of mind to co-operate, in fact, rather resents wasteful practices.

It is encouraging that you think large users of the mails are doing their utmost to conserve paper.

SUGGESTION FOR WAR PRODUCTION BOARD: You have a paper and pulp division. You are investigating paper. You are worried about a possible shortage. You are interested in methods of *conserving paper*. In all friendliness this reporter suggests a consolidation or systematizing of WPB press release and industry orders departments. We receive envelopes stuffed with releases daily. Today's lot runs to release number 26774. Some sheets are half full. Some a

quarter full. Some are mimeographed on one side of sheet, when both sides could be used. Couldn't this work be coordinated, condensed, classified . . . to save paper? We know there are many difficulties . . . but something should be done.



A GOOD SUGGESTION for saving paper is contained in recent letter from Bill Long of the York Ice Machinery Corporation, York, Pennsylvania. Here 'tis . . . and go to it!

Every advertising man I've ever seen has at least one desk and file cabinet filled with correspondence years old, magazines marked for reference, and a conglomeration of other filed "idea" material . . . and I'll bet he'll never use 10 per cent of it.

Every company . . . every office . . . has files of letters going back several years. Filing copies of correspondence, however trivial, has become standard practice. Seldom, if ever, will it be used again.

So the idea is this: Let the advertising boys in each company suggest a "Waste Paper for War Day" for the entire outfit. Everybody takes an hour to clean out his or her desk, the office files, and the nooks and crannies. Pile it all up in one place and call the waste paper man. Donate it or sell it . . . but get it into the hands of people who will convert it for use.

Example: I cleaned out my own desk and files, and got some 40 pounds of paper. It was all stuff I was "saving" for use "some day." I rather think it will be more useful to the country than to me.



IN ROUND UP of war selling plans (published in December *Reporter*) Al Randolph of The Penn Mutual Life Insurance Company, Philadelphia told us about how his company planned to venture into new markets. Since then, we've received samples of complete campaign. It is beautifully handled. With most companies crying about lost business, these live-wires have created a *new* sales picture for their agents . . . directed at the greatly increased *woman market*. We can't show you samples, since the pieces will be mailed throughout the year. We mention it solely to emphasize that there must be similar possibilities all along the befuddled business line.

THE REPORTER



Timely Display

That's a tasteful, timely center piece used by American Writing Paper Company in their display at National Paper Trades Convention. We pass it along because others may want to use it. **THE REPORTER** has asked for a duplicate to be placed in the Direct Mail Center.



FIRST COLOR CASUALTY of the war is the ancient "Police Gazette." For how-many-years, this *pink* tabloid has been a familiar sign on barbershop tables and newsstands. Editor has just announced that in April the "Police Gazette" will discontinue pink . . . and work with white. (Pictures will be the same.)



GOOD DIRECT MAIL STORY in "Saturday Evening Post" . . . issue dated March 7th. Tells how strong man Atlas built a mail order business selling health. Read it for details at a nickel. New S.E.P. price will soon be 10 cents. And why not?



ANOTHER INTERESTING QUIZ EFFORT is the 16 page, 8 1/2" x 11" booklet issued by Filene's Store, Boston, Massachusetts. Titled "A Style Quiz . . . Career Girls 1942." Thirty-one sections—with many subdivisions of questions on clothes, shopping habits, preferences, sizes, advertising, service, etc. Get a copy if you can. Seems like a perfect way of building a 100% list for a retail store—and getting valuable information at same time.



A SURPRISING CAMPAIGN is rolling along through the mail right now . . . and we doubt if very many Direct Mail people know anything about it. Production Credit Associations throughout the country are using Direct Mail to educate farmers to wise borrowing. This reporter was amazed at the thoroughness and soundness of the *plan portfolio*. It is *up-to-date* on letterheads, envelopes, enclosures, copy, etc. Only way any of you can see a sample (except in Direct Mail Center) is to get in touch with a Production Credit Association in your local area. These are Associations composed of farmers who loan money to individual members, not on land or buildings, but, for financing the actual production.



DEALERS SHOULD APPRECIATE the campaign designed for them by Chevrolet . . . especially pieces aimed at truck owners. Campaign emphasizes importance of dealer—and how he can help conserve trucks, fuel, oil and tires.



SOME ADVERTISING MEN are going-to-town on the "save tires" appeal. John Plank, Advertising Manager of The Shelby Salesbook Company, Shelby, Ohio sends two Don Herold-designed pieces just off press. One is mailed by salesman giving date of call and explains why it is so essential to save tires and make one call do the work of many previously necessary calls. Another piece is mailed by company to all customers explaining how serious tire shortage is and asking them to cooperate with salesman by getting orders lined up ahead of call. Sorry we can't reproduce — but you folks who have salesmen should write to John and ask for samples. He is cooperative.

●
"The secret of success in writing," said the author, "is hitting the right keys on the typewriter."

Time Out, h.m. of Steel City Electric Co., Pittsburgh, Pa.

ANNUAL REPORTS seem to be keeping up to the new high marks for "humanizing" set in recent years. Latest excellent examples are those of Lukens Steel Company and Subsidiaries, Coatesville, Pennsylvania and Carrier Corporation, Syracuse, New York. They are informative . . . easy to read, and understandable.

A BIRTHDAY CAKE was mailed to hundreds of dealers scattered over the United States by Barron-Anderson Company, 745 Atlantic Avenue, Boston, Massachusetts, to celebrate 41st Anniversary and moving into a new plant. Enclosed with cake—a small brochure describing growth and services of company. Cakes were also sent to wives of employees, with card expressing appreciation for loyalty and cooperation of those who had helped build company.

Clarence Lipman tells us it was hard to get a suitable cake, but Schrafft's developed a luscious fruit cake, which retained its freshness in a special 8" x 5" x 4" metal shipping container.

And . . . our sample was good!

A GOOD STUNT came out of the trick bag of the promotion manager of WIBW, Topeka, Kansas. Mailing arrived in a box 8" x 6" x 1½". On a built-up sloped bottom inside lay a child's slate, measuring 7½" x 5½". Stencilled in chalk on slate was "Too few Midwestern Sales in '41." A red sticker on frame said "over." On the other side of slate—also stencilled in chalk "To do a Real Sales Job in '42 . . . hire WIBW."

Attached to inside of the box cover was a miniature felt eraser labeled WIBW—fixed to fit in the title "Hire (eraser) to wipe the old Sales Slate clean!" Sounds complicated when described in words—but stunt obvious at once when box is opened. (Skip back and read first stencilled message. See?)

INFORMING EMPLOYEES is purpose of a fine Direct Mail campaign inaugurated by The Standard Register Company of Dayton, Ohio. R. E. Alexander, manager of the Sales Planning Division told us all about it by sending a complete portfolio containing pictures of activities and promotion pieces issued since October 31, 1941. Since that date, Standard has used Direct Mail to send messages direct to the homes of all factory and office employees.

Mr. Alexander reports:

"Although for sometime we have been producing a considerable volume of business forms and products that have contributed importantly to the Defense Program and our war effort, there was a lack of understanding among the majority of our 1,000 employees of what we were doing along this line. Many of such forms are not easily identified and the average employee could not visualize the importance of a "piece of paper." Another reason for this program is the fact that about 35 per cent of our employees have been with us less than one year.

As a result of these activities, especially since the "Better our Best" program has been in effect, there are many indications that our employees are beginning to get some conception of what we are doing and the increasing importance we should have in the Victory Program. Incidentally, at present better than 70 per cent of our production contributes to the Victory Program. We intend to continue with this morale building program and there will be additional direct mail releases. More emphasis will be placed on the importance of eliminating waste and in maintaining the quality of our products."

THE WRECKORD is the appropriate title on superexcellent 40 page 6" x 9" booklet issued by The Travelers Insurance Company, Hartford, Connecticut. Dramatically . . . with color, charts, photographs, statistics and good copy . . . it presents comprehensive analysis of the facts about accidents in which 40,000 persons were killed and almost a million and a half were injured in 1941. (Both totals highest in history of automobile.) The company will distribute two million copies of this booklet during 1942. Get a copy for its information . . . and for your idea file.

"NO SHORTAGE IN POSTAGE STAMPS" headlines Merrill C. Burgess of Burgess-Beckwith, Inc., 426 South 6th Street, Minneapolis, Minnesota, in a form letter which D.M. A.A. Member I. S. Lindquist of Northrup, King & Company, thought good enough to pass along to us. One paragraph should be highlighted.

. . . the postage stamp is . . . or can be . . . one of the most important factors of your business. It will take over job after job that your sales force has been handling. It will call on those lost accounts that the salesmen shy away from. It will reach your regular customers in between the salesman's calls. It will take the news of price changes, style changes and other timely information to customers and prospects. It will help you keep in touch with your market, even though you may have nothing to supply that market. It will do all of these, and a score of other jobs, so economically and effectively that you will wonder why in Heaven's name you haven't used it right along.

INVISIBLE MESSAGES are being used by Jules Paglin for reviving Porter's inactive accounts in New Orleans.

Mailing cards come nearly blank except for catch illustration and instructions to "dip card in water." Salesman's signature appears (as if by accident) in white chalk on the blue stock. Here are messages which were developed on last three cards when correctly dipped.

Dear Friend:

Is there anything wrong? We miss you. A visit from you would prove to me and Porter's that I am not all wet, so come in soon and see the many things I have selected for you.

Dear Friend:

I have been cutting up ever since I noticed in my card file that you haven't bought anything lately. Do come in real soon—we miss you. I can show you some things that you will prefer and enjoy.

Dear Friend:

To see your name on my active card file again would really have me walking on air. I miss you—do come in real soon and see the many things Porter's have for you. May we see you soon?

Perhaps Jules could spare a few samples. His address is 500 South Rampart Street, New Orleans, Louisiana.

A UNIQUE V COVER was used by Bankers Life Company, Des Moines, Iowa, on February issue of "Onward" (their excellent house magazine.) A Big Red V covered most of cover page. Over the red a listing of all employees who had joined any of the services. Well done!

FOR PERFECT EXAMPLE of good explanatory promotion ask Kenneth I. Wallis, Advertising Manager of Cooper, Wells & Company, St. Joseph, Michigan, to send you copy of 20 page, 5- $\frac{1}{4}$ " x 8- $\frac{3}{4}$ " booklet entitled "The Story of Nylon." Elmer Lipsett of the S. D. Warren Company, Boston, thinks it's a lulu. We agree. Mr. Wallis tells us it has proven "sensational in results." Why? Because it's *helpful* to the folks who receive it. Plan your advertising that way.

WANT TO KNOW HOW TO MAKE INLAID VENEER?—write to Albert Constantine, Jr., of Albert Constantine and Son, Inc., 797 East 135th Street, New York, for booklet prepared for lovers of fine woods and wood craftsmanship — title "Master Manual for Woodworkers." It's an interesting and praiseworthy sales catalogue.

FOR A CLEVER CATALOG write to Arthur Ganger at The Bar Mart, 56 West 45th Street, New York City and ask for a copy of "Tippler" a 48 page 6" x 9" catalog of everything for your entertaining needs" . . . dedicated to "those happy souls who still consider drinking an art and a pleasure."

It's well done from every angle . . . and you'll be surprised at the range of items.

"Sorry, madame, but licenses are issued only when your form is filled out properly."

"I like your nerve, sir! We can get married no matter what I look like."

Toled-O-Plate News

FREE OFFER

to users of

DIRECT MAIL

9 BULLETINS TO HELP YOU PLAN,
DESIGN AND ORDER PRINTING.
SEND COUPON FOR COPIES!

1. MORE SALES FROM YOUR LETTERS. A booklet of tips and suggestions on design and paper selection to get more action from sales letters.

2. CHECK YOUR MAILINGS WITH COLOR. Booklet explains the "Signal System" to identify projects, departments or branches by the use of paper colors. Tells how color saves time, prevents errors, organizes detail, provides a ready-made check on returns.

3. MATCHED DESIGNS FOR MORE EFFECTIVE STATIONERY. For added and more favorable attention, design your letterheads, envelopes, statements, etc., to one family style. Folder shows practical ideas which use commonly available type faces, rules and ornaments.

4. QUICK WAY TO ORDER PRINTING. Handy layout and order sheets are ruled for quick, accurate layout of printed forms. They eliminate errors, misunderstandings, expensive alterations. Provide all information essential to ordering. Specify pica or elite typewriter spacing.

5. "GOOD STENCIL DUPLICATING" helps you broadcast messages quickly and economically. Shows how to operate your equipment at peak efficiency. Analyzes the stencil process with practical tips for the

operator. Tells how to get 3,000 and more clear copies from a single stencil.

6. STENCIL LAYOUT MADE EASY. Stencil layout sheets that help mimeograph operator make better stencils of illustrated letters, ruled forms or bulletins. Penciled sketches can be quickly and easily traced on stencils from these layout sheets. Specify pica or elite typewriter spacing.

7. "21 WAYS TO KEEP A CLEAR DESK." Shows how to avoid "junk heap" desks, organize your work. Gives you specific, tested ways to clear away details, step up efficiency, pin down responsibility. Outlines proved time-savers to help men in 6 different office jobs.

8. HOW TO SAVE POSTAGE. Portfolio of printed jobs showing uses for lightweight, low-bulk opaque paper: four-page illustrated letters, envelope enclosures, a map, a catalog and a parts book . . . actual jobs produced for nine different advertisers.

9. TO HELP SELECT THE RIGHT COVER PAPER. A 45-page sample book to save time for busy designers, buyers and printers. Indexed for easy selection and comparison of colors, weights, finishes. Handy desk size (6x9); represents more than 500 quickly available cover paper items.

Use this
valuable
coupon

Hammermill Paper Co., Erie, Pa.

Please send me, free, the office helps checked:

1 <input type="checkbox"/>	4 <input type="checkbox"/>	7 <input type="checkbox"/>
2 <input type="checkbox"/>	5 <input type="checkbox"/>	8 <input type="checkbox"/>
3 <input type="checkbox"/>	6 <input type="checkbox"/>	9 <input type="checkbox"/>

Name

(Please attach to your company letterhead)

RDMA-FE

WHAT IS THE REAL PICTURE OF Is It "Ceiling Zero"

A News Letter issued by The United Typothetae of America (half-joking way to say "Printers Association") on February 23rd, 1942 caused severe headaches and consternation in the printing production and supply fields.

Warning his readers "Better to have the hell scared out of you *now* than to have the hell knocked out of you *later*," the U.T.A. Secretary predicted a long war of "five—eight—possibly twenty years." He advised members to "decide now *whether* and *how* you are going to stay in business or begin to GET OUT OF BUSINESS." He suggested "Why not sell or junk the obsolete and unnecessary equipment—reduce floor space and fixed expenses—cut the plant down to fit the volume you know you can get—or consolidate now with one or more competitors."

Tough talk. Is it right? Is it wrong?

Certainly, the whole business structure will change. There is a war to be won. The war *must* be won. That comes FIRST. But suppose all of us decided, on the advice of our associations, to sell out, to dwindle, to consolidate, to quit or to say "to hell with it all." Could a war be won that way?

There are four jobs for Americans. (1) Administering or directing the war effort. (2) Fighting the war. (3) Supplying the fighters with materials. (4) Keeping life and business going so that we can pay for the war.

The first three outrank the fourth. Those in the last group must shift, substitute and *keep-on* with what courage and ingenuity they can muster.

If and when our jobs become *totally unessential*, we step into brackets one, two or three.

This reporter doesn't like the pessimism of the U.T.A. bulletin. This country will be held together by sound thinking—and much of that thinking will be *in print*.

Our enemies would like to get us hysterical. They would like American business to go to pot. Those who send out hysterical promotion pieces are helping the enemy.

As an antidote for hysteria, we like the report just issued by the Educational Committee of the Mail Advertising Service Association. Here is sense:

"There can be no thought of what we, as an association, or what we, as letter producers, can do *in spite of the war*. Our only worth while thinking must be what we as an industry and as individual proprietors can do *to help the war*."

Among the suggestions offered:

"Individual shops can directly help the war effort by getting acquainted with manufacturers who have equipment which might be used in the total war effort. Our members should develop with these manufacturers some definite use for the equipment they have—then find the users for it. For instance, a commercial welder has developed a specialty business among users of machine tools in repairing those tools. A lettershop is actively helping the welding company sell its services by mail and is thereby actually helping the machine tool users. Another lettershop helped a medium size machine shop get sub-contracts. It was done by letters directed to war contractors."

And then the Committee hits straight from the shoulder:

"Your committee believes that the production facilities of this country will pro-

duce the greatest volume through the united efforts of many individuals operating freely—rather than waiting for the government to tell us what part we may or must play. If all the ingenuity of all of the members of the lettershop industry were directed to thinking up ways in which they could help, and if that kind of thinking can be spread to every association, and to every industry in the country, our war production would go up by leaps and bounds."

Isn't that better thinking for the Direct Mail business than a crying session for going out of business?

How is the Direct Mail business anyway?

Gene Colvin of Appleton Coated Paper Company visited this reporter a few days ago. He was just finishing a swing around the country. "Business going to pot?" I asked him. (Having just read the U.T.A. Bulletin.)

"We-e-l-l-l, not exactly" says Gene, "I've had the most successful trip in last ten years. Yesterday, I got the biggest order our mill has ever had."

"Was it a Government order?" we cold-watered. "Nope—just an oversold manufacturer who is going to keep his markets open for after the war."

Gene tells us that many advertisers he met on this long country-round trip sang the same song—"We've got to keep business going so we can keep making money so we can help pay for the war."

Gene found (and proved by samples) that oversold manufacturers go through four phases in their war time Direct Mail. First: Telling customers what company is doing. Why they can't take care of orders. They decide

OF DIRECT MAIL ADVERTISING?

... or *What?*

this approach is not practical or adequate. Second: Then they go to—"How to do; how to get; how to make last longer; how to get more; how to conserve" styles of promotion. Third: They try patriotic pieces such as—"How to use the flag; identifying planes, buying bonds, etc." Fourth: Finally they work out logical plan for maintaining contacts. House magazines are predominant—to dealers, employees, stockholders, old customers, users, etc.

Gene Colvin hadn't been out of the office ten minutes before in popped Jack Heller of Nahm Photogravure. Said he was celebrating by taking a few minutes off to tell me he had just sold the largest letterhead order in his long history of selling. How? By giving his customer an idea on how to keep contact with unsupplied customers.

Leonard Raymond of Dickie-Raymond, Boston was the next visitor. Downhearted? D-R had the biggest February business in their twenty some years of planning Direct Mail. How? Helping their clients figure logical ways and means of venturing into new markets.

Are the people in the Direct Mail business pessimistic? Are they getting ready to fold up?

Vic Hecht of Zellerbach Paper, San Francisco also visited this reporter. He told us about the *optimistic* campaign his company is running to help the west-coast printers and users of the mails. Posters, idea files, suggestions, etc. Read "Better Impressions" beautiful house magazine of the Mead Corporation for advice such as this by Hubert Foster:

"In these days of conservation—when we



are wisely admonished to save everything from aluminum to waste paper—let us not foolishly neglect to save our own businesses! The signs are unmistakable that some business men are influenced by this seller's market as though it were a one-way trip to Utopia . . . as though it were a time when their normal customers and prospects were quite willing to be ignored . . . as though it somehow made sterile the productivity of salesmen, advertising, merchandising, and other forms of product or company promotion. Is this in the interests of National Defense? It is a time bomb set to explode the economic recovery of peace!"

The J. W. Clement Company, Buffalo, New York (printers) issued their most beautiful piece in February . . . 16 pages of sound, sensible talk on sane selling. Facts to counteract hysteria.

The Kalamazoo Paper Company released in February one of the best historical and informative booklets on Paper we have ever seen—under the slogan "Paper . . . the Lifeblood of Civilization."

Strathmore Paper continues its unique campaign of portfolios containing helpful miniature dummies

. . . and shows logically "how to build tomorrow's business." Hysterical? Hardly.

The Seaman Patrick Paper Company in Detroit inaugurate a series of envelope-enclosed broadsides poking fun aplenty at the pessimists . . . at false paper shortages. That's the stuff. (Wish we had room to show you the lively art in Dan Jacobs' campaign.)

Other courageous souls are jumping in to help keep advertising on the right track. We like the advice given by Gray Advertising Agency of New York in this month's "Grey Matter."

HOW TO TEAR DOWN GOODWILL

Good will was never more vital subject than it is today. Actually hundreds, and probably thousands, of companies are spending millions of dollars to build and hold good will against opening of post-war markets. That money is being spent in advertising, in plans of rationing limited production fairly among distributors, etc. All of which is fine and good. But while, on one hand, manufacturers are industriously erecting good will fences, *many of their distributors are equally industriously tearing down those good will fences*. And, unfortunately, in some instances, distributors are tearing down fences faster than manufacturers can put them up. What are we talking about? Just this: Walk into almost any auto tire outlet and inquire about tires. Walk into many auto agencies and inquire about car or small truck. You'll probably wish you never did it. Because you'll be embarrassed and even humiliated; laughed at and mocked at; rushed out unceremoniously. It is easy to understand attitude of many of these distributors; they are worried, distraught. But fact remains that they are creating ill-will right and left. Moral? If you advertise to develop good will, include dealers in your plan—be sure that they don't belie your advertising. You'll never succeed 100 per cent; but most advertisers can do considerably better job than is now in evidence."

MORE →

We can all stand that kind of tough talk.

What are the Direct Mail Leaders doing and thinking? *The Reporter* has printed numerous optimistic letters from mail users in previous issues . . . but *for the record*, here is one recently received from Donald F. Raihle, secretary of the Hardware Mutual Insurance Company, Minneapolis, Minnesota:

Every business will be affected one way or another. For many it will take plenty of courage to carry on in the face of difficulties which may seem insurmountable.

We do not intend to curtail any of our advertising activities. On the contrary it is our plan to step up the tempo of our Direct Mail Advertising. We do intend, however, to get the utmost value out of each advertising dollar we spend.

Our Direct Mail Advertising for 1942 will be simple but hard hitting. We intend to use a good grade of paper and at least two colors of printing ink but the "frills" will be missing. That is just plain common sense in patriotic support of war economy.

Copy will be brief but punchy. It will stress "facts" and "reasons why." Fear appeal so common to insurance advertising will be avoided. The current happenings of the war itself will furnish the average consumer with enough "fear" anyhow.

In 1942 our agents will be tied in with our Direct Mail Advertising closer than ever before. Our agents will not only follow up all resulting leads but will personally visit ALL recipients of our advertising material. Many good prospects do not or will not return an inquiry card. A prompt call by an agent following receipt of a letter or other advertising release results in a favorable interview. Favorable interviews increase returns from advertising dollars.

So far we have not been slowed down by any shortages although as you know only to well there have been many an ugly rumor circulating. It beats all the delight of the rumor peddlers in passing the "word" around. If all rumors could be stopped and the same amount of time spent in constructive thinking we would all benefit.

When the war machine really begins to roll much man power will be diverted from peace time effort to war effort. There will be a definite shortage of labor on the selling front. It may be most difficult to replace salesmen who are lost. This condition

will be another reason why Direct Mail will increase in volume. We all will have to use the mails more. Letters and more letters will be necessary.

And now for a final example. Many Direct Mail producers and suppliers obtained reprints of the V . . . — chart printed in recent *Reporter* outlining "Mail Selling Strategy for Wartime." Most of these people printed their letterhead on first page and used as a four page letter.

Typical of the best, was the way Alexander Thomson, Jr. of Champion Paper & Fibre Company, Hamilton, Ohio handled his mailing to paper salesmen over the country. Offset at top of first page was a cloud effect—and a caption trailing an airplane—"Climb above that soupy ceiling." Here is copy used for signed letter:

A lot of loose thinking and talking seems to some advertisers to be confirmation of their idea that business has gone forever to the bow-wows. It is our observation that many of us right in the business of selling paper and direct mail have been guilty of keeping our eyes downcast, instead of looking upward to the possibilities that lie in today's advertising for tomorrow's sales.

Carload cancellations take a heavy toll in any paper business, and that of course is a reflection of what happens to printing volume. True, some advertisers have been forced to discontinue their production of civilian goods. Some of these have stopped their direct mail, hoping against hope that the future will take care of itself.

Other advertisers have been smart enough to look upward and forward, however, and have found light and hope for the future. A lot of paper users, large and small, are going right along with their advertising. There seems to be lots of funny fellows who believe that it still is patriotic to earn a living, supply the essential needs of Government and civilians, furnish jobs to our people, pay taxes, and stay in business to help with the recovery years. The more we look into the matter, the more encouragement we find in the common sense displayed by business under the strain of emergency.

Within this folder you will find *The Reporter's* recommendation for MAIL SELLING STRATEGY IN WARTIME. On the back you will find excerpts from many interesting letters we recently have

had from trade journals, advertisers, agencies, and others active in advertising and selling. *We recommend this to you!* Read all the following three pages, and see if it doesn't encourage you to give your mental crate the gun and get up where things look brighter.

Free people demand a free press; free enterprise demands good advertising. If you men will get above the gloom that has seemed to engulf a lot of paper and printing people, you will pull a lot of others with you, and get paper business you thought had disappeared. Climb above that soupy ceiling!

And *that* just about hits the nail right on the well-known head. Whether we be printer, lettershopper, paper merchant, or just average user of the mail . . . we better stop being hysterical, stop being licked, stop being cry-babies. We better "climb above that soupy ceiling."

Ed Mayer of James Gray, Inc., New York (active in both D.M.A.A. and M.A.S.A. circles) made a prediction last fall which still holds good. In talking to letter producers he said "Next year if you'll work twice as hard as you have ever worked before in your life, you'll probably get just a little bit less business than you had this year. But you'll still be in business."

That's the kind of talk we need. We all better accept the challenge of the times (not only because we'll have to anyway—but because we *can*). In overcoming an era of "things as they were" (were they so ideal?) we'll be building for a new future . . . free and victorious and BETTER than any past we've known. Let's stop grumbling, groaning, complaining and criticising. Let's not be afraid . . . if for no other reason than to be so is *downright un-American*.

NOTICE

No copyright on this outburst. If anyone wants to reprint go right ahead without wasting time, asking for permission. Just blame the whole thing on THE REPORTER.

Every year we've praised . . . with mythical gold palms and such . . . the sales-contest, prize-award catalogs issued by Belnap and Thompson, Inc., 309 West Jackson Boulevard, Chicago, Illinois.



*"I know some are easier to look at—but the ones
hardest to see count most."*

This year, what with the war and over-sold conditions, we were afraid that there wouldn't be a 1942 edition. But there is. Better than ever! Filled with good stories about selling; good selling cartoons—and prizes galore. Doug Thompson tells us that many companies are going right ahead with their sales contests . . . to keep morale at a high pitch.

Here is an interesting letter which we pass along because someone may have a good product which needs a good outlet.

Thank you for your letter of January 20th. If you learn of any new products which might be sold by mail, or otherwise fall into the class of chemical specialties, or constituting accessories in connection with the use thereof, we would appreciate hearing from you or from the individual offering the product.

By accessories I mean for example: a hydrometer as related to the dispensing of anti-freeze, a windshield scraper as related to the use of windshield cleaner fluid, etc. Very truly yours, Julian A. Wessler, Manager Consumer Goods Division, Commercial Solvents Corporation, 17 East 42nd Street, New York, N. Y.

Buy Defense Bonds and Stamps



The Sparkle of Spring

FOR YOUR MAILING PIECES

Now you can give your new direct mail pieces the fresh, spring quality and color that command extra attention from sales prospects. This is the season to put to effective use a stimulating deckle-edge line—

EAGLE-A ALBION TEXT

White India Blue Melon Gray Green
size 26x40-153M and 306M

Antique Laid and Wove

Handmade Wove

Combining the best features of two well-known lines—merged and simplified in the interests of national defense conservation—this handsome paper assures a distinctive background for good typography and design. It offers beautiful texture, desirable bulk, rich feathery deckles, and an excellent surface for letterpress or offset printing and embossing.

Use EAGLE-A ALBION TEXT liberally—for circulars, folders, booklets, house organs, programs, covers, calendars, etc. And don't forget ALBION TEXT ANNOUNCEMENTS, sheets, cards and envelopes-to-match.

Ask your Eagle-A paper merchant for samples, dummies and prices.

AMERICAN WRITING PAPER CORPORATION
HOLYOKE, MASSACHUSETTS

Manufacturers of the famous *Eagle-A Corpon Bond* and other nationally-known Bonds, Ledgers, Offsets, Writings, Bristols, Mimeographs, Books, Covers, Advertising Papers and Papeteries. Also Technical, Industrial and Special Papers.



THE OLDEST HOUSE MAGAZINES

A report from L. L. Brastow, Director of Sales Promotion, The Trumbull Electric Mfg. Co., Plainville, Connecticut.

For over two years, through the pages of Direct Advertising (Paper Makers Advertising Club Quarterly) and writing letters of various kinds, we have been compiling to the best of our ability a list of the oldest house organs published in the United States. We have discovered 26, all of which have been regularly issued (with some changes in name and short omissions) before 1910.

As far as I know, this is the most complete list of the older house organs available, and as far as it goes, with the omissions that have not yet appeared, it is correct. I am sending this to you for your information and for any use to which you may wish to put it.

First Issue, March, 1865*
No. 1, The Travelers Protection
The Travelers Insurance Companies
Hartford, Connecticut

First Issue, November, 1867*
No. 2, The Locomotive
Hartford Steam Boiler Inspection and
Insurance Co., Hartford, Conn.

First Issue, October, 1868*
No. 3, The Life Aetna-Izer
Aetna Life Insurance Company
Hartford, Connecticut

First Issue, January, 1878*
No. 4, Fireman's Fund Record
Fireman's Fund Insurance Co.
San Francisco, Calif.

First Issue, January, 1879*
No. 5, Fidelity Field Man
Fidelity Mutual Life Insurance Co.
Philadelphia, Pa.

First Issue, June, 1886
No. 6, The NCR News
National Cash Register Co.
Dayton, Ohio

First Issue, December, 1891
No. 7, The Merck Report
Merck & Company, Inc.
Rahway, N. J.

First Issue, March, 1892
No. 8, Pittsburgh Plate Products
Pittsburgh Plate Glass Co.
Pittsburgh, Pa.

First Issue, April, 1899
No. 9, The Plate Makers Criterion
The Ostrander-Seymour Co.
Chicago, Ill.

First Issue, November, 1900*
No. 10, The Imperial Life Agents' News
The Imperial Life Assurance Co.
Toronto, Canada

First Issue, July, 1901
No. 11, Bagology
Chase Bag Company
Chagrin Falls, Ohio

First Issue, October, 1901
No. 12, The Rowe Budget
The H. M. Rowe Company
Baltimore, Md.

First Issue, November, 1901*
No. 13, The Phoenix Mutual Field
Phoenix Mutual Life Ins. Co.
Hartford, Conn.

First Issue, February, 1902*
No. 14, The Franklin Field
Franklin Life Insurance Co.
Springfield, Ill.

First Issue, January, 1903*
No. 15, The Pelican
The Mutual Benefit Life Ins. Co.
Newark, N. J.

First Issue, October, 1903*
No. 16, The Marylander
Maryland Casualty Company
Baltimore, Md.

First Issue, June, 1904*
No. 17, Continental Agents' Record
Continental Casualty Company
Chicago, Ill.

First Issue, October, 1904
No. 18, The Yellow Strand
Broderick & Bascom Rope Co.
St. Louis, Mo.

First Issue, 1906
No. 19, Royal Standard
Royal Typewriter Company
New York, N. Y.

First Issue, May, 1907
No. 20, Trumbull Cheer
Trumbull Electric Mfg. Co.
Plainville, Conn.

National Advertiser Increases Returns 13.78% With Artographic!



ARTOGRAPHIC is the new process for illustrating your product or service on the back of an envelope.

The publishers of a national magazine sent a test mailing to a national list of doctors to determine the pulling power of Artographed envelopes as compared with ordinary envelopes. Cash returns from offers mailed in Artographed envelopes were 13.78% greater than from those mailed in ordinary envelopes. Write for further details.

CURTIS 1000 INC.

342 Capitol Avenue
HARTFORD, CONN.

1000 University Avenue
ST. PAUL, MINN.

2630 Payne Avenue
CLEVELAND, O.

First Issue, October, 1907*
No. 21, Equitable Agency Items
The Equitable Life Assurance Society
of New York, New York, N. Y.

First Issue, March, 1908
No. 22, The Houghton Line
E. F. Houghton & Company
Philadelphia, Pa.

First Issue, January, 1909
No. 23, Personal Efficiency
LaSalle Extension University
Chicago, Ill.

First Issue, April, 1909
No. 24, Tips
The Inland Press
Asheville, N. C.

First Issue, May 1909
No. 25, Grits and Grinds
Norton Company
Worcester, Mass.

First Issue, August, 1910*
No. 26, Northwestern National News
Northwestern National Life Ins. Co.
Minneapolis, Minn.

*Issued by Insurance Companies

Reporter's Note: Are there any other candidates for the "oldest club?" Incidentally, and still on House Magazines—the House Magazine Institute, (E. C. Badeau, Chairman, The International Nickel Company, Inc., 67 Wall Street, New York, N. Y.) seems to be doing a good job . . . with monthly Forum Discussions, displays and . . . co-operation with Washington officials. Present membership is as follows:

Name	Company
A. P. Alexander	Coca-Cola Company
E. M. Appleton	Socony Vacuum Oil Company
Theodore W. Armstrong	
E. I. duPont de Nemours & Company	
E. C. Badeau	The International Nickel Company
Barbara Beach	234 East 15th Street
James M. Beall	American Gas Association
A. H. Center	American Chicle Company
Andrew Cerruti	Underwood Elliott Fisher Company
G. W. Cobb, Jr.	American Can Company
Thomas F. Collison	Eastern Air Lines
Kenneth E. Cook	Standard Oil Company of N. J.
Douglas Wakefield Coutee	Merck and Company
William M. Craig	Standard Oil Company of N. J.
E. P. Cramer	Thomas A. Edison, Inc.
Paul B. Findley	Bell Telephone Laboratories
James W. Gibbs	Saftee Glass Company
George Gillen	Lukens Steel Company
Stuart Gorrell	Chase National Bank
N. D. Grasty	Crown Cork and Seal Company
A. T. Hapke	Bell Aircraft Corporation
P. C. Humphrey	The Texas Company
Merrick Jackson	Western Electric Company
R. I. Johannessen	New York Telephone Company
Robert J. Lay	Dictaphone Corp.
H. S. Lewis	The International Nickel Company
John K. Luther	
Aetna Life Insurance Company	
D. C. Miner	E. F. Houghton Co.
Arthur Nack	Rowe Manufacturing Company
Sara Patterson	Gaylord Brothers, Inc.
Carl H. Pihl	Copper & Brass Research Association

P. I. Poindexter
E. I. duPont de Nemours & Company
H. B. Putney, *Cellophane Division*,
E. I. duPont de Nemours & Company
Harry A. Richardson
Mutual Benefit Life Insurance Company
William E. Rider.....Lederle Laboratories
Marguerite Ruth.....Sperry Gyroscope Company
Alex Smith.....General Electric Company
Elisabeth B. Stroud, Hercules Powder Company
A. M. Sullivan.....Dun & Bradstreet
H. A. Tarantous.....McCann-Erickson
W. M. Thompson.....Shell Oil Company
S. Charles Walls.....Phillips Packing Company
R. B. Williams.....American Telephone & Telegraph Company
A. O. Witt.....Schramm, Inc.

Incidentally, again, the House Mag-

azine Institute is working closely with the Treasury Department . . . to aid in sales of Defense Bonds. All House Magazine Editors should be on the list to receive the new "News Bulletin for House Magazine Editors" published by Business Publications Section of Treasury Department. It's free. Tells you how various House Magazines are co-operating.



**PAPER INTRODUCED
THIS SAILOR
TO A MACHINE**

Thousands of men, and women too, in our armed forces, in Government offices, in war industries, are learning to use new machines . . . strange, complicated machines that require explaining. Your instruction manuals, parts lists, other forms of information must stand hard usage, must last longer than ever before. To give them the utmost protection with assurance of long life, specify your printed matter to be bound in

**KROYDON
COVER**

Complete range of colors, 2 practical weights, 2 economical sizes. Companion lines: Twiltex Cover, Leathercraft Cover.

Write to the Cover Paper Mill for samples and complete information.

**HOLYOKE CARD and PAPER CO.
SPRINGFIELD MASSACHUSETTS**

Third Dimension

That's an interesting piece issued by Allen, Lane & Scott, printers, 1211 Clover Street, Philadelphia. A four page folder on bristol stock, titled "Where is Clover Street?"

Open folder and a tricky tipped on flap on page 3 opens and constructs a standup, cut out building, which stands on a map of the down town area of Philadelphia printed on page 2. It is clever and an attention demanding third dimensional idea.

More About Four Page Letterheads

Marie Harvey of the Advertising Sales Department of Better Homes and Gardens, Des Moines, Iowa sent *this reporter* samples of a very attractive four page letterhead, which they use in answering requests for advertising rates and information.

It is slightly oversize, measuring 9" x 12". The standard letterhead is reproduced on the first page, with a colored marginal background. Success stories and sample advertisements are reprinted in the inside spread. The fourth page gives instructions for making up advertisements, closing dates and order blank.

Miss Harvey tells us . . . "this type of four page letterhead is convenient

to use and carries the message and sales ammunition all in one piece. We agree with you that this type of folder will become much more popular in these economical times."

Making It Short

Your reporter likes the conciseness of the letter mailed during January by the National Society for the Prevention of Blindness, 1790 Broadway, New York City. Letters were multi-graphed on 6 1/4" x 9" letterhead and had a one line fill-in. Here is the copy:

Dear Mr. Doe:

In the midst of all the turmoil, confusion and change we face today, there is one eternal force that is like a rock upon which to stand.

Deep down in the heart of man is the basic desire to help his fellow man. Throughout all conflicts, that urge is still there. It is the core of life from which grows all that is stable and worth while. It is that which will eventually remake the world.

May you find comfort in this truth, and a sense of release and fulfilment as you renew your gift to save sight.

Sincerely yours,

Enclosed with the letter was a subscription form (the amount of last year's gift was filled in). Subscription form listed the work of the Society.

One of the Last Letters From Australia

Dear Mr. Hoke:

"No beer is bad, but some beers are better than others." This statement has been attributed to an Australian Digger (Soldier). Whether he said it or not, it doesn't really matter, it serves as a good introduction to this letter.

After many weeks of waiting, the "Reporter Study Course in Direct Mail Advertising," has now come to hand. I am going through it leisurely, and have now reached the mid-section. The reading has been enjoyable and profitable, no section is bad, but some are better than others. The one that appeals most to us, is that entitled "Selecting Right Appeals" by Bryant Sando. This section, I have passed onto other executives on Sales Staff.

There are many pleasant sounds in this world:—The tinkling of ice in glass . . . The rustling of bank notes . . . The popping of corks . . . but to an advertising man nothing sounds as good as genuine praise for something he has created.

During my 27 years in the Advertising Profession, I have subscribed only to one other Journal from which I get so much enjoyment as well as help, as that which I receive from *The Reporter* magazine. The other Journal is "Printers' Ink."

I would also like to take this opportunity of applauding you on the great fight which you are making against "fifth columnists." Your effort has not passed unnoticed in Australia, for it was only the other day I saw reference in one of our leading newspapers, to the articles which have appeared in *The Reporter*.

A. A. WARNER, *Advertising Manager*
Exide Batteries of Australia Pty. Ltd.
Sydney, Australia

**a chance to prove that good art and design
will increase the effectiveness of your direct
mail advertising without appreciably altering
the cost of production. May I show samples?**

IRVING SPELENS • 19 WEST 44 • NEW YORK • VANDERBILT 6-0373

GET YOUR PENCIL AGAIN

MORE ITEMS TO CHECK



"That's all, except at the end of the letter she says 'Truly yours'."—U. S. Sub-Base Patrol.



FOR STATISTICAL FILE: Commenting on our comments concerning Metered Mail . . . Fred Bowes, Jr., Advertising Manager of The Postage Meter Company, Stamford, Connecticut reports as follows:

Few people realize it, but mail bearing postage meter stamps, in lieu of ordinary adhesives, constitutes one-fifth of all U. S. mail. Last fiscal year, the revenue from postage meters amounted to \$153,000,000—or 22 per cent of all U. S. postage revenue. It paid the freight on more than 5,000,000,000 letters, which is no mean "circulation!" And a large percentage of that metered mail now bears slogans. Much more of it could do so.

•
"Here is a letter from your wife saying you are the father of a ten-pound boy."

"Does she say anything else?"

this system wherever possible. Handwritten replies on bottom of questioning letters are also acceptable—and even more personal than a dictated reply.



ANOTHER GOOD IDEA for saving time and paper on casual correspondence: I wrote a letter to Jeannette Robinson, live-wire Secretary of the Mail Advertising Service Association. Discussed a number of mutually interesting subjects, none of which were important enough to need filing. Just swapping information. Jeannette put my letter in her typewriter and wrote her answers in margins or under the paragraphs. It looks sloppy but its swell. I've noticed other people lately writing answers to my letters on bottom of sheet and returning. I'm doing it myself. Of course, it won't work for ultra formal business connections . . . but if you want to save time try

ERICH BRANDEIS started something when he wrote us that letter about "false economy is waste." (He had dropped his subscription to *The Reporter* and then decided that he needed it anyway.) We picked up the phrase and used it in a subscription renewal letter. It worked very nicely. Here's one response:

"Enclosed is my check for a two year subscription to your splendid magazine. I thought that I might be able to do without it, but your last letter convinces me that 'false economy is waste.' Then too, I want to give a break to a chap who has done such splendid work in bringing about the discontinuation of the abuse of Government franking of mails. Not much of a break to be sure, but it is sincere, regardless of its size." Carl A. Frazer, president, Carl A. Frazer, Inc., Albany, New York.

Perhaps we shouldn't expose our



STOP GUESSING ASSURE GOOD WORK WITH Mercury Products



MERCURY-LITH ROLLERS
FOR YOUR MULTILITH

PRECISION-made and manufactured of the finest materials, Mercury-Lith Rollers can be relied upon for efficiency, durability and economy.



MERCURY-LITH BLANKETS
FOR YOUR MULTILITH

AHIGH quality Blanket with an extra smooth, unblemished surface. Reinforced ends for durability. Cut to fit your press.



MERCURY-GRAPH ROLLERS
FOR YOUR MULTIGRAPH

MERCURY-GRAPH Rollers are absolutely concentric and of just the proper consistency. They assure excellent ink distribution.

D. M. Rapport
President

RAPID ROLLER CO.

Federal at 26th
Chicago, Illinois

DO YOU WANT TO *Improve* YOUR PRESENT LETTERHEAD?

The Editors of the Reporter of Direct Mail Advertising say that now is the time to improve your letterhead. The Nahm Photogravure Company creates fine letterheads.

We sell by submitting sketches

Many of the letterheads praised by the "Reporter" have been made by us, but we do not make sketches until we have submitted samples of our work to show what we can do—and quoted on your requirements to show what we charge.

If you do not like our sketches you are not obliged in any way

We are letterhead specialists. If you are interested in improving your letterheading write to us for samples—tell us your requirements. We are confident we can solve your letterhead problem.



NAHM PHOTOGRAVURE COMPANY

Letterheads — Business Cards — Envelopes
"Matched to Make Impressions"

352 Fourth Avenue

New York, N. Y.

Telephone: LExington 2-6162

personal pats on the back, but this case illustrates a moral for all Direct Mail advertisers. Watch your daily mail carefully. Watch for good sentences or good phrases which you can put to use in promoting your own business. You will find lots of opportunities.



SOMEBODY HANDED me this on one of my trips. Said he received it as a P.S. on a letter: Alcoholiday Aftermath. Sir: I've only had tee Martooneys and I'm not as much under the affluence of incohoh as some thinkle peep. But the drunker I stand here the longer I get . . . Hoping you're the same.



COMBATING COMPETITORS who try to make their Direct Mail look like yours . . . is always a problem. Bob Cramer of the Ozark Fisheries, Inc., Stoutland, Missouri, has a pretty good solution. He has used a very excellently designed colored letterhead for some nine years. A competitor in the same state appropriated the pictorial design and simply reversed the subjects. Bob wrote many personal letters to his customers explaining the situation, and then sent the following form letter:

HERE'S ONE ABOUT A TRAVELING SALESMAN!

Don't stop us if you've heard it before.

In the good old days salesmen were known as "drummers" and ability was judged by the length of the whiskers a man wore.

One well-known drummer, Uncle Billy, was particularly proud of the length of his beard.

Once, while Uncle Billy was asleep in a small town hotel, some of the other boys stole into his room and cut his whiskers close to his face.

At five-thirty the landlord called Uncle Billy to catch an early train. He hopped out of bed and glanced in the mirror. His beard was gone! "My God!" he shouted, "they called the wrong man!"

We're reminded of this story because we happen to have a friendly competitor in a town starting with "S" same as ours and somewhat similar in sound. Sometimes our customers get us mixed.

They write to the other fellow and then to us wondering why we haven't replied, or something.

We believe in "live and let live" and we have nothing but respect and regard for competitors. But it's only fair to merely mention this—

THE REPORTER

Because you wouldn't want to call "the wrong man!"

To get those GOOD GOLDFISH from OZARK, simply be sure to address all mail to Stoutland, Missouri.



"A SUBSTITUTE FOR RUBBER" is a slogan being used for Direct Mail more and more. It seems that every day we get a letter from some part of the country telling us how Direct Mail is being used for the purpose of saving rubber. Here's part of a letter from an advertising agency man in the southwest . . . who asked to remain anonymous.

This letter is merely an expression of appreciation from an advertising man for the fine work you are doing with your splendid magazine, which I have watched from its very beginning with much interest.

The firms I represent are using a great deal more direct mailing in these days as a substitute for rubber—their salesmen are slowed down to some extent, traveling slower, and missing many smaller communities they used to visit regularly on account of the rubber situation.

I haven't seen you in many years.

The first time you find it possible or necessary to be in these parts, promise to give me advance notice. There is a real job of selling you can do down this way.

Reporter's Note: I always did like the southwest and would like a trip down that way soon.—H. H.



USING DEFENSE STAMPS to dramatize a sales promotion offer is a difficult thing to do, but L. Z. Mathany of Foote and Jenks, Inc., flavor specialists, Jackson, Michigan, seems to have a good solution.

He mailed the following processed filled-in letter to the trade . . . and to each letter he attached a 10c Defense Stamp Booklet, with the first stamp pasted in:

Gentlemen:

BUY UNITED STATES
DEFENSE STAMPS!

. . . and here's a golden opportunity to buy more than you had planned on, Mr. Doe.

Start using NEW PROCESS Ginger Ale Flavor regularly today. And . . . for every two cases of ginger ale you

sell, you'll be able to buy a 10c Defense Stamp . . . or every time you sell 375 cases, you can get another \$25.00 Defense Bond . . . because

. . . you save up to a nickel a case of full quarts on the flavor-cost of your ginger ale by using NEW PROCESS Ginger Ale Flavor. Its delicious warmth and depth of ginger goodness will sell more cases for you, too. You'll gain more prestige as well as sales and profits by giving your trade the benefit of this fine flavor.

To start you on this new stamp savings plan, here's a book with stamp No. 1 already pasted in. It's up to you now!

If you haven't "given the works" to the sample now in your plant—do so today! If you have—then send in your order for a stock-quantity today! Prices are . . . etc.



ANOTHER SUGGESTION for simplifying correspondence. If it is a short letter asking for information . . . type the letter toward the top of the sheet and ask recipient to write his answer at the bottom. It is not very good looking . . . but it does simplify things.

★ Where can you get 'em? the answer is easy!

Everybody and his brother seems to want to know how to get the new Victory Business Reply Labels *in a hurry*. Did you think for a minute that the largest label manufacturer in the world wouldn't be *on the job*? Shame! We have the drawings for design. Give us by mail, by telegram or by phone, your permit number and return address and we'll get the labels to you in such a rush you'll be surprised. *Two styles . . . see prices.*

FURNISHED WITH THIS TIP-ON-TAB

This VICTORY label can be used instead of postage stamp. Use it to send paper to the Government to any envelope. No postage—no addressing! We gladly pay postage for the privilege of hearing from you.



THIS LABEL
furnished without tip-on-tab. Drop 2 or 3 in your envelopes or tip the corner of the label on your letters.

**Clip Here
TO SEND US
YOUR ORDER.**

Incidentally, why don't you "go places and do things" with labels of all kinds? Labels are the CONVOYS for business. In peace time or wartime Ever Ready Labels will speed up and pep up business details. Write for our new catalog of thousands of ideas.

PRICES: 5,000 at \$1.60 per M. 10,000 at \$1.35 per M. 25,000 at \$1.00 per M. Red or Blue Ink on white gummed paper. In rolls or cut single.

PRICES: 5,000 at \$1.10 per M. 10,000 at \$1.00 per M. 25,000 at \$.82 per M. Red or Blue Ink on white gummed paper. In rolls or cut single.

EVER READY LABEL CORPORATION
141-155 EAST 25th ST. • NEW YORK, N. Y. • MURRAY HILL 4-4300

For The Record

(How the franking racket was worked)

BEFORE we close the records on the fight to expose and eliminate the use of the free mailing privilege by Nazi disrupters, we believe it is only fair to you readers of *The Reporter*, to give you some of the statistical evidence (for your scrapbook.)

Remember . . . *The Reporter* claimed that there was a "master mind" behind all of the printing, addressing and free use of the frank. The campaign was too big to be just a series of unrelated incidents.

Now we give you a listing of some of the orders.

These facts and figures are taken from the records of the Government Printing Plant—and were submitted in evidence by Special Assistant Attorney General William Power Maloney during the trial of George Hill, Secretary to Congressman Hamilton Fish. Notice that we give (1) date ordered; (2) titles appearing on envelope (many of you will remember them); (3) who ordered; (4) who paid; (5) how much paid; (6) *whose frank was used*; (7) number of copies. See footnote for supplementary information.

<i>Date Ordered</i>	<i>Titles Appearing on Envelope</i>	<i>Who Ordered</i>	<i>Who Paid</i>	<i>How Much Paid</i>	<i>Whose Frank Was Used</i>	<i>Number of Copies</i>
1/11/40	A National Referendum Before Conscription for Foreign Wars	W. L. Reynolds	W. L. Reynolds	\$ 9.79	Cong. Fish	5,000
1/16/40	A National Referendum Before Conscription for Foreign Wars	House Page	W. L. Reynolds	12.72	Cong. Fish	10,000
1/18/40	Anti-Lynching Bill	House Page	Cong. Fish	14.99	Cong. Fish	10,000
1/19/40	Relief of Distressed and Starved Women and Children of Europe	House Page	Cong. Fish	14.99	Cong. Fish	10,000
1/26/40	Dies Committee Should Investigate Foreign Agents	House Page	Cong. Fish	17.10	Cong. Fish	5,000
2/2/40	A National Referendum Before Conscription for Foreign Wars	House Page	W. L. Reynolds	12.72	Cong. Fish	10,000
2/6/40	Increased Farm Income Would Restore Industry	House Page	Cong. Fish	13.36	Cong. Fish	2,000
2/9/40	Resolutions of the Steuben Society of America Pertaining to Finland and Our Diplomatic Relations with Russia and Germany	House Page	W. L. Reynolds	17.10	Cong. Fish	5,000
2/12/40	A National Referendum Before Conscription for Foreign Wars	House Page	W. L. Reynolds	12.72	Cong. Fish	10,000
2/29/40	Dies Committee Should Investigate Foreign Agents	House Page	Cong. Fish	13.14	Cong. Fish	5,000
3/5/40	Americanism Vs. Internationalism	House Page	W. L. Reynolds	77.85	Cong. Fish	30,000
3/8/40	Americanism Vs. Internationalism	House Page	W. L. Reynolds	171.09	Cong. Fish	70,000
3/22/40	Americanism Vs. Internationalism	House Page	W. L. Reynolds	241.56	Cong. Fish	99,000
3/26/40	A National Referendum Before Conscription for Foreign Wars	House Page	W. L. Reynolds	4.40	Cong. Fish	2,000
3/29/40	"The Russian Way" Colliers Magazine Editorial	W. L. Reynolds	Frank Getty	6.67	Cong. Fish	2,000
4/3/40	Republican Party Is a Peace Party	W. L. Reynolds	W. L. Reynolds	388.86	Cong. Fish	170,000
	(Nine separate orders dated, between 4/3 and 5/22, requisitioned and paid for by either Hill, Fish or Reynolds)					
4/30/40	Peace and War Propaganda	House Page	W. L. Reynolds	9.81	Cong. Fish	2,000
5/2/40	Americanism Vs. Internationalism	House Page	W. L. Reynolds	13.14	Cong. Fish	5,000
5/9/40	Maintenance of American Neutrality	Cong. Fish	Cong. Fish	27.34	Cong. Fish	10,000

<i>Date Ordered</i>	<i>Titles Appearing on Envelope</i>	<i>Who Ordered</i>	<i>Who Paid</i>	<i>How Much Paid</i>	<i>Whose Frank Was Used</i>	<i>Number of Copies</i>
5/28/40	Keep Europe Out of America and America Out of Europe	House Page	M. W. Pickering ...	27.34	Cong. Fish	10,000
6/5/40	Keep Europe Out of America and America Out of Europe	House Page	M. W. Pickering ...	23.09	Cong. Fish	10,000
6/7/40	Keep Europe Out of America and America Out of Europe	W. L. Reynolds	Cong. Fish	20.29	Cong. Fish	5,000
6/14/40	Keep Europe Out of America and America Out of Europe	House Page	Cong. Fish	23.09	Cong. Fish	10,000
6/17/40	Keep Europe Out of America and America Out of Europe	House Page	Cong. Fish	23.09	Cong. Fish	10,000
6/21/40	Increased Farm Income Would Restore Industry	Letter	Cong. Fish	3.20	_____	1,000
6/24/40	Republican Foreign Policies	Letter	Cong. Fish	16.29	Cong. Fish	5,000
7/5/40	Republican Foreign Policies	Cong. Fish	Cong. Fish	12.04	Cong. Fish	5,000
7/17/40	Republican Foreign Policies	House Page	Cong. Fish	7.62	Cong. Fish	3,000
7/31/40	Six Men and War..... (written by G. S. Viereck)	Miss Posivia (on Hill's order)	Cash .. (Mailed by Hill)	567.36	Sen. Lundein	125,000
9/24/40	Truth Regarding My 60 Day Amendment	Cong. Fish	Cong. Fish	58.49	Cong. Fish	40,000
10/3/40	Platform of the Steuben Society of America	Cong. Fish	F. J. Blank	140.09	Cong. Fish	100,000
10/3/40	Fish Amendment—Negro Draftees	Cong. Fish	Cong. Fish	7.71	Cong. Fish	3,000
10/3/40	Endorsement of Legislative Record of Rep. H. Fish by Brotherhoods	Cong. Fish	Cong. Fish	14.99	Cong. Fish	10,000
10/9/40	Peacetime Conscription	George Hill	Cong. Fish	9.81	Cong. Fish	2,000
10/11/40	Legislative Record of Hon. Hamilton Fish	George Hill	Cong. Fish	17.10	Cong. Fish	5,000
10/12/40	Endorsement of Legislative Record of H. Fish by Brotherhoods	George Hill	Cong. Fish	12.72	Cong. Fish	10,000
11/28/40	Cong. Daniel Reed, N. Y. Unmasks New Deal Claim of Helping Howard University	House Page	E. J. Scott	8.17	Cong. Fish	3,000
12/4/40	Smear Campaign Tactics Undermine Representative Government	W. L. Reynolds	Cong. Fish	12.48	Cong. Fish	1,000
12/27/40	Smear Campaign Tactics Undermine Representative Government	Letter	Cong. Fish	132.21	Cong. Fish	40,000
1/14/41	Is America for War or Peace	W. L. Reynolds	Cong. Fish	9.81	Cong. Fish	2,000
1/30/41	America for War or Peace	House Page	Cash	15.55	Cong. Fish	2,000
1/31/41	Testimony of Col. Charles Lindbergh	Cong. Fish by letter 1/31/41	America First Committee	3,646.00	Cong. James Cong. Oliver	227,500
2/4/41	Is America for War or Peace	W. L. Reynolds	Cash	117.67	Cong. Fish	38,000
2/20/41	Constitutional Power of Congress to Declare War	George Hill	George Hill	86.60	Cong. Fish	25,000
3/7/41	You're On Your Way to War Stop the March to War Three Steps to War	George Hill	George Hill	86.70	Sen. D. W. Clark	25,000
3/31/41	England Expects Every American to Do His Duty	George Hill	George Hill	122.45	Sen. D. W. Clark	25,000

<i>Date Ordered</i>	<i>Titles Appearing on Envelope</i>	<i>Who Ordered</i>	<i>Who Paid</i>	<i>How Much Paid</i>	<i>Whose Frank Was Used</i>	<i>Number of Copies</i>
4/9/41	You're On Your Way to War Stop the March to War Three Steps to War	George Hill	George Hill	18.30	Sen. Clark	5,000
4/15/41	No Convoys—No War	House Page	Cong. Fish	86.70	Cong. Fish	25,000
4/29/41	England Expects Every American to Do His Duty	George Hill	George Hill	251.05	Sen. Clark	60,000
4/29/41	You're On Your Way to War Stop the March to War Three Steps to War	George Hill	George Hill	109.50	Sen. Clark	35,000
5/8/41	No Convoys—No War	George Hill	Cash	61.18	Cong. Dworshak	30,000
5/15/41	No Further Without War	George Hill	George Hill	47.55	Sen. G. P. Nye	25,000
5/16/41	The Dual Loyalty of English Born American Citizens	George Hill	Cong. Fish	5.59	Cong. J. Rankin	1,000
5/20/41	No Convoys—No War	George Hill	Cong. Fish	8.47	Cong. Fish	1,000
5/21/41	We Burned Our Fingers Once	—	Cash	56.87	Cong. Hoffman	30,000
5/26/41	Three Warnings	George Hill	George Hill	34.19	Cong. Dworshak	28,000
5/28/41	Mrs. Roosevelt Is Mistaken	George Hill	George Hill	86.15	Cong. Jonkman	50,000
5/29/41	Mrs. Lundeen Answers Walter Winchell	George Hill	George Hill	55.52	Rep. H. Knutson	25,000
6/1/41	Aid to England	George Hill	George Hill	47.55	Rep. Cliff Clevenger	25,000
6/2/41	Stay Out of War America and the War Terms for Lasting Peace	George Hill	George Hill	71.50	Sen. Wheeler	20,000
6/3/41	American People Have Right to Express Views on War	House Page	Cong. Fish	7.24	Cong. Fish	1,000
6/6/41	Balancing the Risks No Economic Threat	George Hill	George Hill	61.00	Sen. LaFollette	30,000
7/14/41	Crosses in Flanders	George Hill	George Hill	26.35	Cong. M. L. Sweeney ..	10,000
7/18/41	Giddy Minds and Foreign Quarrels	George Hill	George Hill	73.45	Sen. D. Worth Clark ..	10,000
7/24/41	Congress Must Keep Faith with Selectees	George Hill	George Hill	213.84	Con. P. A. Bennett	66,000
8/11/41	Opposing Gag Rule	House Page	Cong. Fish	8.33	Cong. Fish	2,000
8/23/41	American People Are Weary of Broken Promises	W. L. Reynolds	Cong. Fish	7.47	Cong. Fish	1,000
8/23/41	American People Are Weary of Broken Promises	House Page	Cong. Fish	18.70	Cong. Fish	10,000
8/23/41	Opposing Gag Rule	House Page	Cong. Fish	4.38	Cong. Fish	2,000
9/4/41	War or Peace	House Page	Cong. Fish	25.84	Cong. Fish	12,000

SUPPLEMENTARY INFORMATION: (a) Reynolds is the other Secretary of Hamilton Fish. (b) Where "House Page" is indicated as paying for printing, order was traced to Hill. (c) Amounts paid covered *only the printing* . . . supplementary records of House Folding Room, not introduced and therefore not public, would show amounts paid by Hill for insertion, reshipping, addressing, etc. (d) Evidence introduced at trial proved that Nazi Agent George Sylvester Viercek wrote some of the speeches introduced into the Record and reprinted as result of Hill's orders. Other speeches were influenced by America First Committee which

is now revealed as being financially sponsored by Nazi Agents. (d) Remember . . . that all of this frantic purchasing, reshipping, instructing, addressing, etc., went on in Room 1424 of the House Office Building (Cong. Fish). Is it any wonder Fish tried to avoid testifying under oath; tried to block investigation; tried to make us all forget that there is an empty cot in the cell of a hireling. Bombs (mailed propaganda bombs) dropped over Hawaii long before December 7th, 1941. Many of them originated in 1424 H.O.B. Haven't we been too soft and ladylike in dealing with the makers of those bombs?



HANGING ON is the subject for numerous slogans and wise cracks these days. P. E. Chamberlain (the "Ripe Tomatoe" campaigner from Baltimore) showed us a letter received from one of their dealers. At the bottom of the letter was written—"When you come to the end of your rope—tie a knot in it and hang on!" Good advice for many business men.

Mr. Chamberlain thinks that wider circulation should be given to the Amos and Andy conversation—Andy said: "I feel like giving up" and Amos replied: "Then what you gonna do?"



Modern LITHOGRAPHED LETTERHEADS at NEW LOW PRICES

LET us prove to you—without cost or obligation—that we can give you more for your money. More in beauty . . . more in attractiveness . . . more in VALUE! Send for FREE portfolio of Famous Letterheads and price list today. Attach this advertisement to your business letterhead and mail to

UNIVERSAL LITHOGRAPHING COMPANY
(Subsidiary of Peerless Litho. Co.)
4317 Diversey Ave., Dept. 22, Chicago, Ill.

\$17.50
LOWEST PRICE
EVER PUT ON AN
ADDRESSING
MACHINE



To advertise ELLIOTT ADDRESSING MACHINES, which print addresses from typewriter stenciled Plasticote Address Cards instead of heavy, costly metal address plates, Elliott has produced the **ADDRESSERETTE**, a \$17.50 addressing machine. It is as fast and works on the same principle as addressing machines that until now have sold for \$75.00 and up. Clubs, Lodges, Associations, Churches, Small Stores and Offices—any one who wants to save time and the labor and bother of hand or typewriter addressing—will find the ADDRESSERETTE what they have long wished for. Write for illustrated folder.

THE ELLIOTT COMPANY
127 Albany Street, Cambridge, Massachusetts
[Price Denver West, slightly higher]

OUR DEFENSE OF DIRECT MAIL is getting support from various quarters. Here is a good letter from an old and respected trade journal. It was written by S. R. Kaplan, Circulation Manager of the National Bottlers' Gazette, New York, N. Y.

I have read with considerable amusement and not a little bewilderment your article on the attacks being made on Direct Mail by several publishers and publications.

Frankly, I just don't get it . . . we're a national publication and have been selling advertising space in our journal for 61 years. We use, and respect the use of, "Direct Mail" not only in our own efforts to obtain good will and business, but its use by our customers in conjunction with their other forms of advertising.

This "holier than thou" attitude has caused civil strife, religious intolerance, war, and plenty of other unpleasant things. It certainly seems out of place in the "enlightened" advertising profession. Keep digging!

That broadminded letter would make a good platform for many publishers.



Names come to Life when you rent lists of individuals with known mail-buying habits.

We know the names list owners circularize to get their customers. And we know why some lists pull better than other lists that appear to be much the same.

Give us a word-picture of your "average" prospect. We'll let you know the lists where you'll find this man — and hundreds of others like him.

D-R SPECIAL LIST BUREAU

(Division of Dickie-Raymond, Inc.)

80 Broad Street Boston



Complete TYPESETTING SERVICE

... for Advertisers' and Publishers' most exacting demands — Hand-type, Monotype, Linotype. . . . Tons of type of every description for Electrotyping, Engraving. Reproduction proofs for Offset or Gravure Processes. A complete reprint division for quick service.

KING TYPESETTING SERVICE

In the McGraw-Hill Building

330 WEST 42d ST., NEW YORK

ALSO FOREIGN-LANGUAGE TYPESETTING

Professional Mailing Lists

Do you circulate Physicians, Dentists, Druggists, Osteopaths, etc? We have complete mailing lists covering these groups and allied Professions. Our lists are on stencils—the service of addressing your envelopes can be bought for as little as \$2.00 per thousand.

- 100% Accuracy Guarantee
- 72-Hour Service
- Clean Address Imprints

Fisher-Stevens Service, Inc.
183 Varick St. New York, N. Y.



Your Certificate of ability can be *fine* PRINTING—designed to graduate but never finish until it creates the prestige and power that results in increased sales for you or your product.



Paul Dyal 30 Irving Place New York

CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines. Help and Situation Wanted Ads—25c per line—minimum space 4 lines.

PRINTING

HENRY: Why don't you tell your friends to "dial DYAL for PRINTING, STuyvesant 9-7692." That boy knows what he can do, and he does it well. (For Metropolitan Accounts only.)

SALES LETTERS

If ALL IS four-square, I'll either achieve the slant and strength which you'll agree will *sell it best*—or I'll refund your \$5. WALT JENKINS, 1595 Bryant St., Denver, Colorado.

YOUNG MAIL ORDER MAN

To develop department for rapidly growing cigarette manufacturer in Southwestern Virginia city. Write giving full experience, draft status and all details to Box 201, The Reporter, 17 E. 42nd St., N. Y. C.

MISCELLANEOUS

CONSTRUCTIVE HELP FREE: The Man Marketing Clinic shows men and women how to organize and apply sound merchandising principles to the selling of their own assets and abilities. No charge—no obligation. Applicants of merit welcome. Meetings, under the auspices of the Sales Executives Club, held Fridays at 7 P.M. at the Engineering Bldg., 29 W. 39th St.

LETTER GADGETS

Will wake up those sleepy letters and keep them out of the waste basket. Your waste basket letters can't sell for you, and require just as much postage. Have you seen the new Strip-O-Gram, the Infra-See secret paragraph letter and the new Pop-Ups? If you haven't seen my new 10-page catalog, write for it—

A. MITCHELL
326 N. Michigan Ave., Chicago, Ill.



"Tension Tie"
WON'T PULL OUT!

This string is put there to stay! No matter how bulky the contents, the Tension Tie envelope never gaps or pulls loose. Made in any size or shape. Samples on request.

TENSION ENVELOPE CORPORATION

345 HUDSON ST. NEW YORK CITY Telephone CANAL 6-1670

Manufacturing plants at NEW YORK, KANSAS CITY, ST. LOUIS, DES MOINES and MINNEAPOLIS

ADVERTISING AGENCIES

Your agents, mail order advertisement inserted all newspapers, magazines at publishers' rates. Martin Advertising Agency, 171P Madison Avenue, New York.

EQUIPMENT

SAVE HALF on Mimeographs, Multigraphs, typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago.

MULTIGRAPHS, MIMEOGRAPH, Fold-graph Machines and Attachments—Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

LETTERHEADS

If you want a BETTER LETTERHEAD contact Frederick Scheff, Author "Letterhead Design," 68 Nassau St., N. Y. C.

MAILING LISTS

TIME-SAVING AID! Specialty and hard-to-get lists. Over 10,000 classifications supplied. Explain needs. Associated Services, 741 Gott St., Ann Arbor, Michigan.

Oil burner, air conditioning furnace, sheet metal, stoker and fuel oil dealers; heating contractors; confectioners; food and beverage manufacturers. Low prices. Also will address and mail. Beacon Trade List Div., Rm. 1205, 232 Madison Avenue, New York City. Lex. 2-4566.

MAILING LIST RENTALS

1,000,000 NAMES FOR RENT
Our advertising brings nearly 1,000,000 new mail-order novelty buyers each year. Complete information sent upon request. Johnson Smith & Co., Detroit, Mich.

MULTIGRAPHING SUPPLIES

RIBBONS, INKS AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the Re-Manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.



A WAR MESSAGE to ALL EMPLOYERS

★ From the United States Treasury Department ★

WINNING THIS WAR is going to take the mightiest effort America has ever made—in men, in materials, and in money! Every dollar, every dime that is not urgently needed for the civilian necessities of food, clothing, and shelter, must, if we are to secure final Victory, be put into the war effort.

An important part of the billions required to produce the planes, tanks, ships, and guns our Army and Navy need must come from the sale of Defense Bonds. Only by regular, week by week, pay-day by pay-day investment of the American people can this be done.

This is the American way to win. This is the way to preserve our democratic way of life.

Facing these facts, your Government needs, urgently, your cooperation with your employees in *immediately* enrolling them in a

PAY-ROLL SAVINGS PLAN

The Pay-Roll Savings Plan is simple and efficient. It provides, simply, for regular purchases by your employees of United States Defense Bonds through systematic—yet voluntary—pay-roll allotments. All you do is hold the total funds collected from these pay-roll allotments in a separate account and deliver a Defense Bond to the employee each time his allotments accumulate to an amount sufficient to purchase a Bond.

The Pay-Roll Savings Plan has the approval of the American Federation of Labor, the Congress for Industrial Organization, and the Railroad Brotherhoods. It is now in effect in several thousand companies varying in number of employees from 3 to over 10,000.

In sending the coupon below, you are under no obligation, other than your own interest in the future of your country, to install the Plan after you have given it your

consideration. You will receive—1, a booklet describing how the Plan works; 2, samples of free literature furnished to companies installing the Plan; 3, a sample employee Pay-Roll Savings authorization card; and 4, the name of your State Defense Bond administrator who can supply experienced aid in setting up the Plan.

To get full facts, send the coupon below—today! Or write, Treasury Department, Section B, 709 Twelfth St., NW., Washington, D. C.

HOW THE PAY-ROLL SAVINGS PLAN HELPS YOUR COUNTRY

- 1 It provides immediate cash now to produce the finest, deadliest fighting equipment an Army and Navy ever needed to win.
- 2 It gives every American wage earner the opportunity for financial participation in National Defense.
- 3 By storing up wages, it will reduce the current demand for consumer goods while they are scarce, thus retarding inflation.
- 4 It reduces the percentage of Defense financing that must be placed with banks, thus putting our emergency financing on a sounder basis.
- 5 It builds a reserve buying power for the post-war purchase of civilian goods to keep our factories running after the war.
- 6 It helps your employees provide for their future.

MAIL THIS COUPON NOW

Treasury Department, Section B
709-12th St., NW.
Washington, D. C.

We want to do our part. Please
rush full information regarding
the Pay-Roll Savings Plan.

NAME.....

POSITION.....

COMPANY NAME.....

ADDRESS.....

NUMBER OF EMPLOYEES.....



MAKE EVERY PAY-DAY... BOND DAY!
U. S. Defense BONDS ★ STAMPS

This space is a contribution to NATIONAL DEFENSE by THE REPORTER

GPO 16-25943-1 Form No. DSS-BP-2



THE OFFSET BLACK

**developed especially for Multilith
and similar small offset presses.**

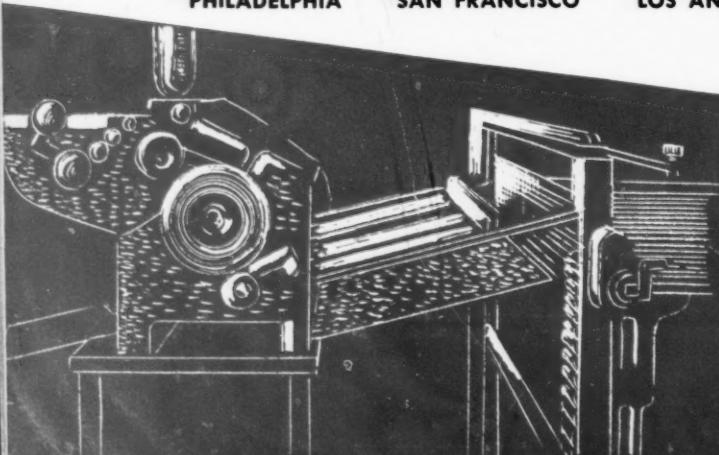
- R-100** is formulated to provide the concentration necessary for proper reproduction on small offset presses.
- R-100** is adjusted to dry and set quickly for both long and short run work. Will not dry on the press.
- R-100** has the same density as the blacks that are used on large offset presses. You are certain to obtain clarity and sharpness of reproduction.
- R-100** has firmly entrenched itself in the small offset press field because of its perfect working qualities.

The same degree of skill and experience which has made the name of F & L renowned in the lithographic field is reflected in the manufacture of this black as well as in their complete line of colored inks and supplies for small offset presses.

THE FUCHS & LANG MFG. COMPANY
(ESTABLISHED 1870) DIVISION - GENERAL PRINTING INK CORPORATION

100 SIXTH AVENUE • NEW YORK

BOSTON CHICAGO CINCINNATI CLEVELAND ST. LOUIS FORT WORTH
PHILADELPHIA SAN FRANCISCO LOS ANGELES TORONTO, CANADA



ORDER A
TRIAL CAN TODAY
OF
R-100

